9/15/39

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 6

SEPTEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

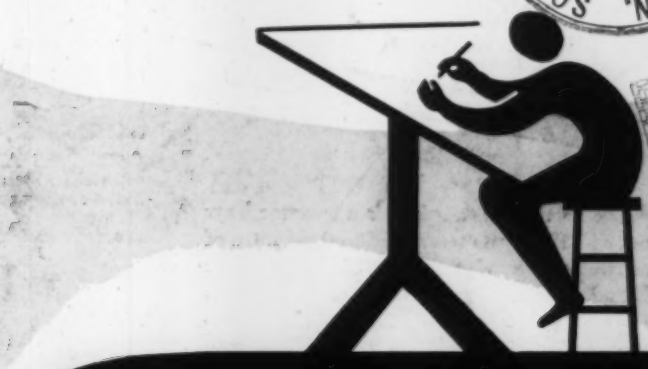
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SOCIAL SCIENCES ADMINISTRATION
Miami University

STUX

RECEIVED
OCT 12 1939
MIAMI UNIVERSITY
LIBRARY

Dept. 1-5-39



Architect of the Air

When Mutual entered the network field, it built according to a totally new set of broadcasting blue prints • Mutual's unique structure provided room for the independence of operation and maximum return that stations had always wanted. And it gave advertisers a flexibility they had never before enjoyed • We are proud of the confidence of advertisers like Gillette, Wheeling Steel, and Emerson Radio in our broadcasting structure, and of the confidence of station owners that their Mutual franchises in years ahead will bring even greater rewards than in those past • Five years and *all* is very well.

MUTUAL BROADCASTING SYSTEM • COAST TO COAST

"Premiums" FOR KLZ SPONSORS

ALWAYS AT THE SCENE of significant and newsworthy events in the Denver region, KLZ's mobile unit here broadcasts from summit of Mt. Evans (14,259 ft.) at opening of world's highest motor highway.

CHURCHES AND RELIGIOUS GROUPS receive the generous cooperation of KLZ. From Denver's great churches the regular pastors, all members of the Denver Ministerial Alliance, broadcast their Sunday services.

● For every fifteen minutes a sponsor buys over KLZ he gets ten additional minutes of showmanly service for which he is never billed. This premium for sponsors comes as the result of a scintilating array of sustaining features, both CBS- and KLZ-originating . . . programs that reflect the high quality, interest and appeal of the most costly sponsored program.

KLZ could not operate without its revenue-producing programs. Neither could it fulfill its obligation to serve the public interest, convenience and necessity of the Denver-Rocky Mountan area to the fullest without the community service features that have stamped it the Number One station of the market.

Sponsors would not want it any other way, either. For interest in KLZ built up by its special events broadcasts, its community exploitation activity, its ahead-of-the-wire news dissemination and its endless contribution to the cultural, religious and civic life has been positively and definitely linked with well above average results for advertisers in the Rocky Mountain area.

This premium for sponsors is off-the-rate-card. But it is as much a part of KLZ as its transmitter, its radiator or its studios. It is another reason why the Rocky Mountain area turns instinctively to KLZ to entertain, to inform or to sell.

IN THE INTEREST OF PUBLIC HEALTH, KLZ conducts a daily early morning exercise period, airs dozens of health education programs in cooperation with the state medical society and department of health.

KLZ ELECTION COVERAGE has been so well organized that its tabulations outstrip all other media for speed and accuracy. This is characteristic of the many thorough-going extra services KLZ renders.

ACCENT ON YOUTH is made by KLZ with special program material. Youth, in turn, is regularly given its chance before KLZ microphones. KLZ enthusiastically cooperates with Denver public schools.

KLZ DRAMATIC GROUPS have long supplied this region with outstanding and original productions. Talented staff writers and production men together with able microphone performers make top radio drama.

★ ★ ★

PUBLIC AFFAIRS are discussed frequently over KLZ's air. Below; Colorado's Governor Ralph L. Carr. Police, federal and state officials vigorously praise the service and cooperation of KLZ.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.

You Get the BIG Haul with a Net . . . .

Courtesy General Seafoods Corporation

BY the same token, it takes a network to get volume in New England. The 18 stations of the Colonial Network, operating in charted areas teeming with trade, give sponsors the advantages resulting from loyal, local station listenership, and the friendly acceptance this insures the year round.

These outlets exert potent influence in wide circles of buying activity. United they comprise one of the richest and most responsive markets in America.

Colonial Network's 18 stations provide intensive local and comprehensive regional sales contacts. This is the most effective low-cost combination for selling New England.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield	WSYP	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THE RICHEST STATE
IN
THE RICHEST COUNTRY
IN
THE WORLD

●

NOW COVERED BY
THE NEW YORK BROADCASTING SYSTEM

Opened September 11, 1939

MEMBER STATIONS

Albany	WABY	New York	WINS*
Auburn	WMBO	Rochester	WSAY
Buffalo	WGR-WKBW	Syracuse	WSYR
Jamestown	WJTN	Utica	WIBX

*The advertiser has the option of using any independent New York station for origination.

All inquiries should be addressed to:

CARL CALMAN, General Manager

20 East 57th Street, New York, N. Y.

Phone: PLaza 8-3355

● Almost . . . for amid the magic gadgets which help WBBM experts shape a WBBM production is the unseen presence of the cash register . . . symbol of WBBM's credo that WBBM-produced programs must not only entertain—*they must sell their sponsors' products.*

And WBBM's programs *do* sell. How well? Take a look at a few samples . . . a few of the many successful programs conceived, developed, and produced by WBBM.

THIS WBBM PROGRAM SELLS OIL AND GASOLINE. Half-hour dramatization of current events. Sponsor has just renewed for third time, says, "Never before have we done any advertising in this market to compare with this program in actual results."

THIS WBBM PROGRAM SELLS AUTOMOBILES. 45-minute Sunday music and variety show. Sponsor's product jumped from sixth to fourth place in Cook County one month after program started, has shown increases each month averaging 150% over corresponding months of 1938!

THIS WBBM PROGRAM SELLS SOAP. Audience participation show. New idea—WBBM's, of course. In six weeks got 10,000 new retail outlets for product in Chicago area. Proved so successful advertiser has doubled radio time on WBBM with two more WBBM-built programs.

THIS WBBM PROGRAM SELLS FURNITURE. Another audience participation program. Sponsor started six years ago, gives this WBBM-built show major credit in growth of business to twenty-two times original size.

THIS WBBM PROGRAM SELLS SEVEN PRODUCTS IN 25 MARKETS. Serial drama. WBBM produced sustaining for six months, confident of appeal. When finally sold, program moved one product so well it is now used by advertiser to sell *seven* different products in 25 markets.

These programs, making sales for these advertisers day after day, are typical of what WBBM-built programs can do for *you*, because WBBM's program department has the *skill* of tailor-making programs to fit products, and then of making those programs *reach audiences*, and *sell merchandise.*

Cash in on the experience of Chicago's leading advertisers. Before you buy *any* program, consult the station with the largest string of *audience* and *sales* successes in the middle-west . . . WBBM.

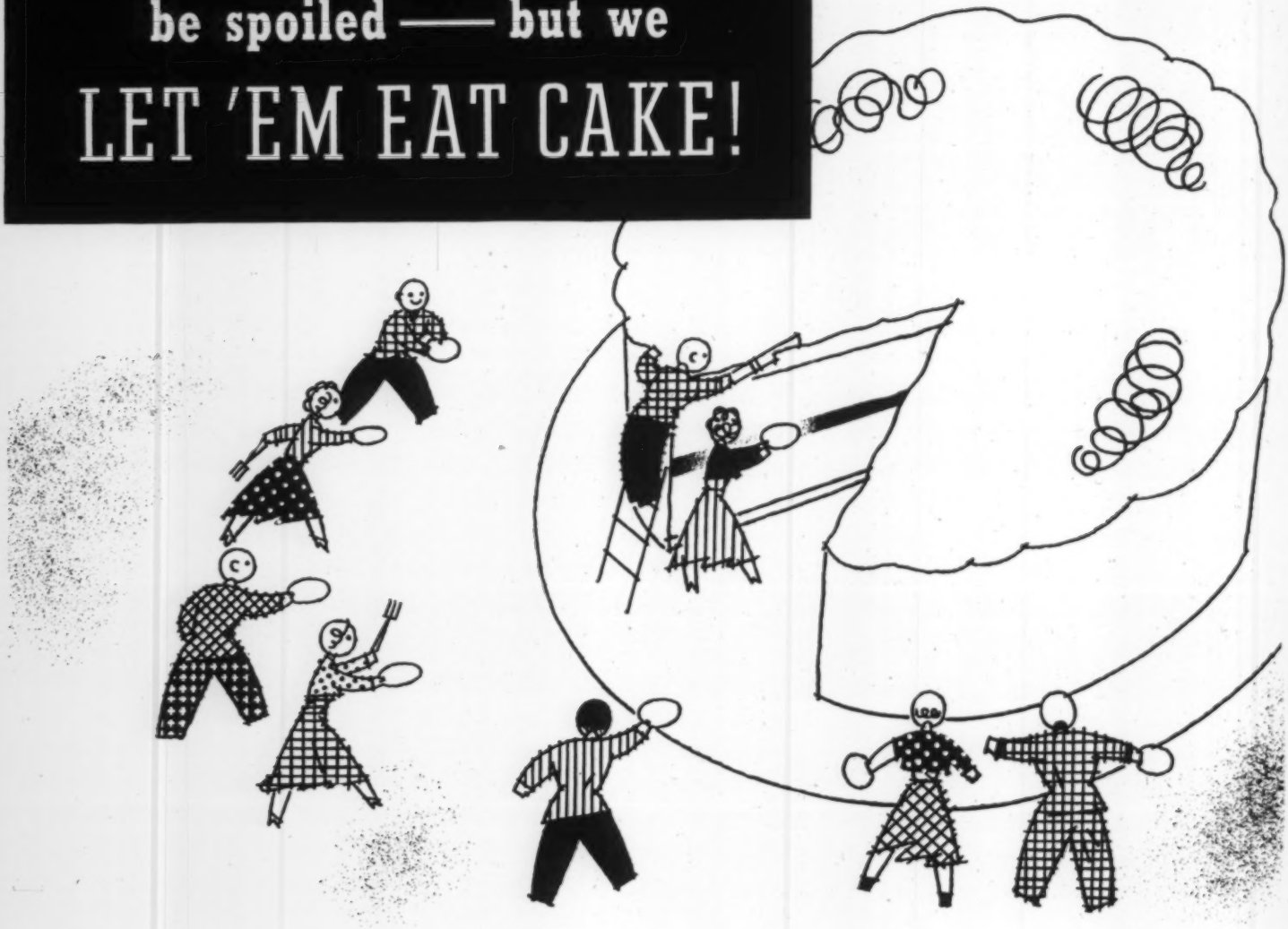
Represented nationally by RADIO SALES: New York • Los Angeles Chicago • Detroit • San Francisco Charlotte, N. C. • St. Louis

WBBM

50,000 WATTS

CHICAGO'S CBS STATION

We were afraid they'd be spoiled — but we LET 'EM EAT CAKE!



When a great big beautiful thirty pound cake arrived for the members of the WTIC Playhouse, we almost held out on them. So *much* all at once might go to their heads.

We didn't — they loved it — and now they're swinging into their eighth continuous year. With over 800 performances behind them fan mail has piled up past the 60,000 mark. And this with never a plug for fan mail nor an offer of any kind.

If you ever baked a thirty-pound cake — or even thought about it — you'll know the New England housewife who baked this one thought a great deal of the Players and WTIC.

This is just one of many, many instances that show what a friendly audience WTIC offers any advertiser. 50,000 Watts means it's a *big* one.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Whether It Is Base Ball or Foot Ball, the Detroit Sports Audience Listens to

WWJ

and E. L. "Ty" Tyson, WWJ's own nationally known sports announcer and commentator. The 1939 season will be the 13th that WWJ has broadcast the Tigers' base ball games; the 15th that it has broadcast the U. of M. foot ball games.

Foot Ball Survey:

On November 12, 1938, the Ross Federal Research Corporation conducted a survey during the University of Michigan - Northwestern foot ball game. The findings were:

57% Listening to WWJ
26% Listening to WJR
12% All Other Stations
5% No information

Such great preference leaves no doubt about WWJ's coverage of the sports audience in Detroit.

Here's startling information for radio advertisers interested in sports broadcasts: Exhaustive studies of listening habits of the Detroit radio audience, conducted by the Wayne University Broadcasting Guild show that *WWJ's play-by-play base ball broadcast has a rating of 61%*! The same studies show that *WWJ's Sport Review*, broadcast nightly at 6 P. M. commands *53% of the listening audience!* Another survey conducted during the foot ball season of 1938 showed that *57% of all the listeners were tuned to WWJ!*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

"Tidings from Thermopylae!"

What with all the accent these days on programs and talent, lots of people are prone to overlook the invaluable services of the boys who buy the time that the talent fills. . . . For that, after all, is the first *and most important* part of radio advertising.

Time-buying is a delicate art, requiring far more skill and knowledge than is needed in buying almost any other type of merchandise. And it's a job in which the best men are the most grateful for really constructive help.

To our minds, one of the most important functions that any radio-station representative can perform, is to help simplify the time-buyer's job —to be a clearing-house of information on all the ever-changing conditions which affect the intelligent purchase of time . . . This is a function to which we have set ourselves. With fourteen *good men* and six *efficient offices* all over the Nation, we can easily be your scouts, your reporters, your loyal "eyes and ears" for the whole field of radio.

What sort of a problem is bothering *you, now?*

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KOMA	Oklahoma City
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO-KROW	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1939 $3.00 A YEAR—15c A COPY

NAB Creates $1,500,000 Music Project

By SOL TAISHOFF

Opens War on ASCAP by Approving Plan for Industry to Own Corporation Providing Independent Music

BY UNANIMOUSLY approving a $1,500,000 fund to establish its own supply of music, an embattled broadcasting industry Sept. 15 officially declared war on the American Society of Composers, Authors & Publishers, virtual monopoly of the music industry. Action came at the special convention of the NAB at the Palmer House, Chicago, when some 250 broadcasters by voice vote authorized establishment of a new corporation in which broadcasters would hold all of the stock.

An all-inclusive plan whereby the industry—NAB members and non-members alike—will pledge to the corporation a fund made up of 50% of their payments to ASCAP in 1937, was approved. Probably to be known as Broadcast Music Inc., the new corporation would create an independent and competitive supply of music, both in sheet form and transcribed, as well as acquire existing publishing houses, encourage independent composers and develop public domain sources while existing transcription companies foster tax-free music.

There were 290 registrants at the convention [see pages 81 and 85 for full list].

Devised by Kaye

The ambitious project adopted was based upon the plan devised by Sydney M. Kaye, New York attorney retained by NAB last month, in collaboration with the NAB Copyright Committee and as revised by the NAB board in preconvention sessions. Because the stock issue must be registered with the Securities & Exchange Commission, actual setting up of the corporation and issuance of stock subscriptions will not commence for about a month.

The plan envisages retention of executive personnel from the music publishing field. Neville Miller, NAB president, who engineered the campaign, will serve as its president in the interim. Everett E. Revercomb, NAB auditor, temporarily will serve as secretary and treasurer until a paid executive is employed.

Other directors of the corporation, authorized in the resolution adopted unanimously by the convention, will be Walter Damm, representing newspaper-owned stations; John Elmer, representing independent stations; Edward Klauber, representing CBS; Lenox R. Lohr, for NBC; Samuel R. Rosenbaum, for Independent Radio Network Affiliates, and John Shepard 3d, for regional broadcasting stations.

The resolution, presented to the convention by George W. Norton Jr., president of WAVE, Louisville, and a member of the board, outlined the purpose of the plan. It brought out that an adequate music supply is essential to the industry and that efforts of the NAB Negotiating Committee since last May to bargain with ASCAP on a fair basis had proved futile. Since ASCAP had refused to indicate its demands and since threat had been made to exact concessions in advance, the resolution stated it was concluded that the NAB should form the separate corporation as a means of introducing competition in radio and of assuring an ade-

(Continued on Page 84)

Board Orders Code Effective Oct. 1

Appoints Committee to Enforce Voluntary Restrictions

THE RECENTLY adopted NAB code [BROADCASTING, July 15] will become effective Oct. 1, it was announced by the board of directors of NAB following an all-day session at the Palmer House, Chicago, Sept. 13. The board instructed Neville Miller, NAB President, to appoint a committee fully empowered to interpret and enforce the code throughout the industry. The complete resolution read:

Resolved that the Code of the NAB adopted by the 17th Annual Convention of the Association become fully effective Oct. 1, 1939, except as it may apply to existing commercial contracts which shall be respected for their duration but provided they do not run for more than one year from Oct. 1, 1939.

The Code Compliance Committee shall immediately make itself available to resolve doubts of broadcasters as to whether proposed new business conforms or can be made to conform to the Code.

New business, competitive with existing accounts, may be accepted with the same length of commercial copy as is permitted to the existing accounts.

Edgar L. Bill, president of WMBD, Peoria, was named chairman of the code compliance committee. Ed Kirby, NAB public relations director, will serve as committee secretary. Other members include members of the group which drafted the self-regulation code last summer. They are Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; T. C. Streibert, WOR-MBS vice-president; Walter J. Damm, WTMJ, Milwaukee; Ed Craney, KGIR, Butte; Karl C. Wyler, KTSM, El Paso; Samuel R. Rosenbaum, WFIL, Philadelphia. Two additional members will be named later by President Miller in lieu of Paul W. Morency, WTIC, Hartford, and Herb Hollister, KANS, Wichita, who served on the original code group, but who, as members of the NAB board, cannot qualify. The board itself will sit as a sort of "court of appeals" over the code compliance committee.

CODE COMPLIANCE responsibilities will come under the direction of Edgar L. Bill, president of WMBD, Peoria, and a leader in the self-regulation movement. Mr. Bill was designated by the NAB Board as chairman of the Committee on Audience Relations, which will supervise handling of code complaints. Secretary of the Committee will be Ed Kirby, NAB public relations director.

Children's programs, controversial public issues, educational broadcasting, news, religious broadcasts and length of commercial copy all are regulated under the code. Restricted is such advertising as spiritous or "hard" liquor; products the sale of which constitutes a violation of law; fortune-telling, mind-reading, etc.; schools offering questionable or untrue promises of employment to induce enrollment; matrimonial agencies; offers of "homework" by any but responsible firms; dopesters, tipster and race track publications; all forms of speculative finance; cures and products claiming to cure; advertising statements or claims known to be false or deceptive; continuity describing, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product; unfair attacks on others; misleading statements or comparisons of price or value.

"The code is more than an expression of radio policy," said Mr. Miller. "It is an outstanding example of voluntary industry self-regulation, conceived and executed in the public interest."

Attended by all 23 members of the board, the session was devoted to code discussion throughout the morning. In the afternoon copyright problems held the floor, with the board in consultation with Sydney M. Kaye, special copyright counsel and coordinator, and Stuart Sprague, who has been retained to assist him.

WNEW Licensed For RCA Records

Pays $300 a Month Fee for Victor, Bluebird Discs

FIRST application of the right of a manufacturer of phonograph records to control the use of his records in broadcasting occurred Sept. 6, when RCA Mfg. Co. issued a license covering such use of Victor and Bluebird records to WNEW, New York, which accepted the license. Action followed serving of the station with the injunctions against broadcasting these makes of records without permission which Justice Leibell of the Federal Court in New York had granted to RCA [BROADCASTING, July 15, Aug. 1].

Decca Serves Notice

Also on Sept. 6, Decca Records served WNEW with a notice requesting the station to discontinue the broadcasting of any Decca discs on that date, under threat of legal action if the station rejected the request. In accordance with this edict, WNEW immediately withdrew all Decca records from its collection for use on programs of recorded music. Decca has taken no further steps against other broadcasters as yet. And although Jack Kapp, president of Decca, on Aug. 10 advised all stations that his company was preparing a licensing agreement [BROADCASTING, Aug. 15], this has not yet been issued. Neither has RCA proffered its license to any broadcasters other than WNEW, having agreed to a request from the NAB to withhold such action until Dec. 1 [BROADCASTING, Sept. 1].

As a Class A station under the terms of the RCA license, published in full in the Aug. 15 BROADCASTING, WNEW will pay RCA a monthly fee of $300 for the privilege of broadcasting Victor and Bluebird records on its *Make Believe Ballroom* and *Milkman's Matinee* programs, consisting almost entirely of phonograph records and taking up some nine hours a day of the station's 24-hour broadcasting schedule. National Assn. of Performing Artists, which on Aug. 19 notified RCA that NAPA would "legally resist" all RCA efforts to enforce its licensing proposal, has taken no steps.

Advertised Brands Week

TO HELP promote Nationally Advertised Brands Week, Sept. 15-25, the three networks are presenting special broadcasts featuring details of the drug industry. NBC on Sept. 17 will present *Health and Beauty, Inc.*, contrasting the modern drug store of today with apothecary shops of olden times. Robert L. Swayne, editor of *Drug Topics*, will discuss the industry on CBS Sept. 19, and on Sept. 22 Dave Driscoll and Al Josephy will devote the *Welcome Neighbor* program on MBS to the industry.

Fourth Fight Broadcast

ADAM HATS, New York (chain stores), on Sept. 25 will sponsor the fourth in the series of 1939-40 boxing matches on NBC-Blue when Sam Taub and Bill Stern describe the 15-round return bout for the world's light heavyweight championship between titleholder Bill Conn and former champion, Melio Bettina.

Blue Affiliates and NBC Sales Chiefs Discuss Problems at Chicago Session

VANGUARD of the NAB convention, approximately 70 representatives of the NBC Blue network, including NBC executives and station managers, in their first joint get-together met at the Palmer House in Chicago Sept. 12 in a one-day session to discuss Blue Network problems and progress.

Headed by Niles Trammell, executive vice-president, the NBC delegation included Frank M. Russell, vice-president; Don E. Gilman, vice-president; William S. Hedges, vice-president; Sidney N. Strotz, manager, Central Division; Keith Kiggins, director, Blue Network; Ken R. Dyke, director of sales promotion; John H. Norton Jr., Blue Network station relations; E. P. H. James, sales promotion manager; Harry C. Kopf, Central Division sales manager; Ken Carpenter, Central Division Blue network sales manager; Robert Saudek, New York sales; A. A. Schechter, special events manager.

Station Representation

The station representation included John A. Holman, WBZ-WBZA; John Shepard 3d, for WEAN and WICC; Samuel R. Rosenbaum and Roger Clipp, WFIL; Kenneth H. Berkeley, WMAL; Harry C. Wilder, WSYR; William Fay, WHAM; C. R. Thompson, WEBR; Sherman D. Gregory, KDKA; H. K. Carpenter, WHK; George W. Trendle and H. Allen Campbell, WXYZ; W. C. Swartley, WOWO; Burridge D. Butler and Glenn Snyder, WLS; Robert T. Convey, KWK; Luther Hill, WMT; C. T. Hagman, WTCN; Gardner Cowles, KSO; Vernon H. Smith, WREN; Campbell Arnoux, WRTD; Harold E. Smith, WABY; George F. Bissell, WMFF; Charles Denny, WJTN; Harold F. Gross, WJIM; Roy Radner, WIBM; Dan E. Jayne, WELL; Howard M. Loeb, WFDF; Earl E. May, KMA; C. W. Corkhill, KSCJ; Henry P. Johnston, WSGN; Lambdin Kay, WAGA; Charles P. Manship, WJBO; Harold V. Hough, KTOK and WBAP; John I. Prosser, KTHS; C. B. Locke, KFDM; William D. Pyle, KVOD; Harrison Holliway, KECA; Thomas E. Sharp, KFSD; Birt F. Fisher, KJR; W. Cary Jennings, KEX; Loren L. Watson, WBAL; Dewey H. Long and Dick Ruppert, WSAI.

Covering Europe

The morning meeting was highlighted by special features and departmental analyses of Blue network activity; the afternoon, by roundtable discussions of sales, promotion, programs and merchandising.

In a surprise shortwave broadcast from three European capitals, directly following Mr. Trammell's welcoming talk, NBC European correspondents described behind-the-scenes activity in covering the continent. Talking with Abe Schechter, special events director, stationed at the Palmer House, Fred Bate in London explained his method of keeping NBC listeners posted on the British Empire. From Paris, Paul Archinard described pickup points in the French capital. Max Jordan in Basle, Switzerland, discussed Swiss mobilization and broadcast wire problems.

A comic motion picture titled "Blue Horizons", satirizing NBC Blue executives, station managers and sponsors, enlivened the morning meeting.

In a series of short addresses, Mr. Hedges traced the history and growth of the Blue Network from its inception in 1926; Mr. Strotz, formerly program director of the Central Division, discussed its programming; Ken Dyke developed its sales story.

Numerous network and station problems were aired in the afternoon, with a number of station executive programming suggestions retained for further consideration by John F. Royal, vice-president in charge of programs. Station executives pledged cooperation in merchandising network commercials as aggressively as local commercials. Unanimously adopting a resolution by Harry C. Wilder, the group agreed to hold similar meetings at six-month intervals. Closing the day, Dewey H. Long and Dick Ruppert, WSAI, made a presentation of the merchandising activities of their station.

THESE NBC chieftains headed the first get-together of NBC Blue Network officials and station managers held Sept. 12 at the Palmer House, Chicago. Seated (l to r) are Sidney Strotz, manager, Central Division, Chicago; Don Gilman, vice-president in charge of Western Division, Hollywood; Niles Trammell, executive vice-president, New York; William S. Hedges, vice-president in charge of station relations, New York. Standing (l to r) Keith Kiggins, director, Blue Network; Frank M. Russell, vice-president in charge of NBC's Washington office.

Coast Dramatic Series May Become Nationwide

SUSSMAN, WORMSER & Co., San Francisco (S&W food products), on Sept. 27 will shift its time for *I Want a Divorce*, West Coast dramatic series, from Fridays to Wednesdays on eight CBS Pacific Coast stations, with reports heard that the show may start Oct. 8 on a national basis on NBC-Red under cooperative sponsorship of the Food & Beverage Broadcasters Assn.

The NBC broadcast, to originate from Hollywood, would be heard Sundays, 3-3:30 p. m. (EST), with rebroadcast at 4 p. m., while S&W sponsorship would be for Wednesdays, 7 to 7:15 p. m. (PST), on the Pacific Coast stations, in addition to 9 others from Salt Lake City west, with an Australian broadcast continuing as a separate unit. The S&W firm has sponsored the program on the Pacific Coast for the last two years and will continue sponsorship on CBS.

The cooperative group mentioned as sponsor of the NBC series includes Seeman Bros., New York; Sprague Warner, Chicago; Lee & Cady, Detroit; Martin L. Hall Co., Boston; General Grocer Co., St. Louis and Morey Mercantile Co., Denver. The group is reported to have signed for 39 weeks with no cancellation coverage, with an option for an additional 13 weeks evening time during summer months. Although NBC states that negotiations have not been completed, it has said that if the plan goes through, the participating companies would sponsor it in their individual sections of the country. Emil Brisacher & Staff, San Francisco, is in charge of the national broadcast, although sponsors' individual agencies prepare territorial commercials and participate in commissions.

Affiliates' Time Plan

PROPOSALS advanced by NBC officials whereby additional time might be made available to basic Blue outlets were construed as inadequate by basic Blue owners at a meeting held Sept. 13. It was decided that Samuel R. Rosenbaum, president of WFIL, Philadelphia, should confer with Mr. Trammell in the hope of procuring relaxation of affiliation agreements to permit more open time. Blue outlets originally suggested that every other hour around the clock be optioned to NBC in lieu of the existing arrangement in order that other schedules might be accommodated. The majority of the basic Blue outlets also are affiliates of MBS.

National Tea's *Musico*

NATIONAL TEA Co., Chicago, on Sept. 22 starts *Musico*, half-hour weekly musical quiz show, on WGN, Chicago. The show has been tested on WROK, Rockford, Ill., during the last two months and may soon be expanded to other stations. It is understood that Kroger Baking and Grocery Co., Cincinnati, will sponsor the show in markets where National Tea has no distribution. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

Voluntary Plan for War News Is Adopted

Normal Schedules Form Basis of Method

WITH ASSURANCES from the White House itself that there is no intention of molesting broadcasting, barring possible extreme provocation, the broadcasting industry has voluntarily adopted methods of handling war news coverage which appear to have won general approbation.

Although it is handling its first war assignment, the industry, under the leadership of the networks and the NAB, has assumed the responsibility of handling news broadcasts of the crisis through full cooperation with the Federal authorities. Rules adopted by the three major networks, at meetings in New York during the week of Sept. 5, were presented Sept. 11 to the special FCC committee headed by Chairman James Lawrence Fly so as to keep the FCC informed of industry action. Providing generally for a return to normal schedules, the rules are sufficiently broad to permit adequate coverage of developments abroad with every safeguard invoked to avoid the spread of misinformation or the provocation of undue excitement.

May Hear Further Discussions

Following the meeting at the FCC Sept. 11, attended by officials of the three networks, NAB President Neville Miller and the FCC committee comprising Chairman Fly, Thad H. Brown, and T. A. M. Craven, it was announced that further informal discussions will be held with the FCC as conditions warrant. The FCC members were unanimous in the view that the industry, by and large, had rendered "an important public service in broadcasting news and comment on war conditions."

The broadcasters' committee did not seek FCC approval or disapproval of the procedure it had adopted in war coverage but simply sought to keep the FCC informed fully on developments. Any other course, it was felt, might be interpreted as inviting censorship.

WMCA Case Serves Notice

Citation of WMCA, New York, by the FCC on Sept. 12 to show cause why its license should not be revoked for intercepting secret British and German code communications, was the first punitive step taken by the FCC growing out of the crisis [see page 14]. Alleging violation of the Communications Act itself, the FCC served notice that it will take forceful and drastic action against stations which transgress either the law or the neutrality proclamations issued by President Roosevelt at the outbreak of hostilities.

TO KEEP POSTED on broadcasting's war coverage, members of the FCC committee designated to appraise this work met Sept. 11 with an industry committee which advised it of policies voluntarily invoked to prevent "unneutral" broadcasts or the spread of belligerent propaganda. Seated, left to right, are Thad H. Brown, Chairman James Lawrence Fly and T. A. M. Craven, FCC committee members. Standing (l to r) Alfred J. McCosker, chairman of board of MBS and president of WOR; Edward Klauber, CBS executive vice-president; Niles Trammell, NBC executive vice-president; Neville Miller, NAB president. Also present were F. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; and William B. Dolph, general manager of WOL, and MBS Washington representative, all of whom joined in discussions.

Stephen T. Early, secretary to the President, on Sept. 12 said he was particularly impressed by the action of the major networks in adopting a war news policy. He pointed out that the action came entirely from the broadcasters and was not "prompted" by any suggestion from the Government. Simultaneously, Mr. Early made a second statement within a week disclaiming any intention of Government censorship of radio.

Alluding to a statement by Senator Borah (R-Ida.), that "constant suggestions about censorship of the press, of the radio and shutting off debate" had been made, Mr. Early asserted these reports of censorship were "bogey men". While he did not mention the Idaho Senator by name, Mr. Early reiterated that the Government "wants no censorship of the press or of radio and would like very much if a parity could be established between them in the collection and dissemination of news and in the discrimination of news."

He added that the two news disseminating agencies — r a d i o and press—should operate in conformance with the proclamations of United States neutrality. He said not only does the Government not desire censorship but there had been no increasing suggestions of such censorship coming from the Government.

No Censorship in Sight

After calling at the office of Mr. Early Sept. 12, Harry C. Butcher, Washington vice-president of CBS, said he had telephoned Senator Borah inviting him to discuss neutrality over that network. The Senator, he asserted, told him he had received a similar invitation from NBC.

"This shows that there is no censorship and that radio is functioning as normal," Mr. Butcher asserted. "This country has imposed no censorship and we don't think there is going to be any."

The war coverage arrangement, agreed to by the major networks and concurred in by President Miller, maintains a competitive element among the networks. It grew out of conferences in New York attended by the heads of the major networks. It was concluded that schedules should be disrupted as little as possible, in contrast to the first days of the European conflict, w h e n commercial commitments

(*Continued on Page 76*)

Text of Major Networks' War Coverage Agreement . . .

Following is the full text of the arrangement reached by CBS, NBC and MBS on war broadcasts, made public Sept. 11 by NAB President Neville Miller:

EVERY effort consistent with the news itself is to be made to avoid horror, suspense and undue excitement. Particular effort will be made to avoid suspense in cases where the information causing the suspense is of no particular use to the listener. For example, news of air raid alarms should not be broadcast until we actually learn whether or not there has been an air raid. Also, we will avoid descriptions of hypothetical horrors which have not actually occurred, such as discussing the things that might go on if another ship were to be torpedoed. In all broadcasts about the plight of refugees, the number of killed and wounded, and so on, we will use our best news judgment and try to avoid undue shock to the radio audience, without taking upon ourselves an unjustifiable responsibility for concealing how bad the war really is.

Broadcasters will make every effort to be temperate, responsible, and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience.

Broadcasters will, at all times, try to distinguish between fact, official statement, news obtained from responsible official or unofficial sources, rumor, and matter taken from or contained in the foreign press or other publications, so that, by reporting and identifying these sources, we can help the radio audience as much as possible to evaluate the news brought to it.

The radio audience should be clearly informed that the news from many sources, whether it be press bulletins or direct broadcasts, is censored and must be appraised in the light of this censorship.

Broadcasts from Europe

Broadcasters will designate, if they choose, broadcasts of news and news analysis, either or both, from Europe at such intervals as they individually deem to be desirable. It is advisable that these broadcasts be by Americans as far as possible, and that each individual broadcaster instruct the persons he employs, either permanently or temporarily, in the general principles set forth here. Insofar as European broadcasts contain news analysis, they are to conform to the definition of news analysis hereinafter set forth.

Speeches by foreigners from abroad, public proclamations and statements and like matter are to be handled by each individual broadcaster in such manner as he deems best to serve his audience, but it is essential that fairness to all belligerents be maintained and that this phase of the operations be carried out in such a way that the American audience shall be as completely and fairly informed as possible.

Broadcasters recognize that, if they do not handle the war with complete responsibility toward the American people, and if they deviate from these principles, they run the risk of involving all other broadcasters in the consequences of their acts. The operation of these principles should include at all times a strong responsibility toward the industry as a whole.

If broadcasts become available from scenes of battle, bombed areas, air-raid shelters, refugee camps and so on, broadcasters will not deprive the audience of the ability of radio to give them first-hand information, but will use taste and judgment to prevent such broadcasts from being unduly harrowing.

Propaganda from Europe

If broadcasters put on propaganda disseminated by radio stations or the press of European countries or distributed by these countries in any other manner, each will be guided by his own news judgment and endeavor to label precisely the source of the material, and to do this sufficiently often so that no reasonably careful listener is likely to be misled, and he will also be governed by the same rules of fairness in presenting all sides, though not necessarily in the same broadcast, nor need this judgment be a quantitative one. In this connection, it is re-

(*Continued on Page 83*)

New Organization Begun at Chicago By Independents

Directors Named with Lafount President, Thomas Secretary

ACTING for further unity within the broadcast station field, the National Committee of Independent Broadcasters, meeting in Chicago Sept. 14, voted to reorganize as National Independent Broadcasters Inc. and affiliate with NAB, subject to the approval of that body.

With this action NIB follows the lead of the Clear Channel Group and Independent Radio Network Affiliates in enlisting under the Association banner.

The new NIBI will be set up as a non-profit organization whose membership will include independently owned and operated radio stations not regularly affiliated with a major network, defined as NBC, CBS and MBS, plus such other stations as are approved by the board of directors of NIBI.

Lafount Named President

Officers elected were H. A. Lafount, WOV, New York, president; Edward A. Allen, WLVA, Lynchburg, Va., vice president, and Lloyd Thomas, KGFW, Kearney, Neb., secretary-treasurer. Mr. Thomas' office will be headquarters for the time being. The 17 district directors elected are:

Districts 1, Stanley Schultz, WLAW, Lawrence, Mass.; 2, Harold A. Lafount, WOV, New York; 3, Frank Smith Jr., WWSW, Pittsburgh; 4, Edward Allen, WLVA, Lynchburg, Va.; 5, Maurice Coleman, WATL, Atlanta; 6, Jack Draughon, WSIX, Nashville; 7, Jack R. Howard, WCPO, Cincinnati; 8, James Hopkins, WJBK, Detroit; 9, Ralph Atlass, WJJD, Chicago; 10, Edgar Shutz, WIL, St. Louis; 11, Gregory Gentling, KROC, Rochester, Minn.; 12, K. Pyle, KFBI, Abilene Kans.; 13, James R. Curtis, KFRO, Longview, Tex.; 14, Frank Hurt, KFXD, Nampa, Idaho; 15, Arthur Westlund, KRE, Berkeley, Cal.; 16, Leo Tyson, KMPC, Los Angeles; 17, Tom Symons, KXL, Portland, Ore.

Membership to NIBI will not be limited to NAB stations, but all board directors and officers are required to belong to the NAB. They will be elected annually at NIBI district meetings.

The reorganization embodies dues to be paid by each NIBI station monthly based on annual income after agency commission is deducted. Stations with annual incomes under $20,000 will pay $3 per month; from $20,000 to $30,000, $4 per month; from $30,000 to $50,000, $5 per month; from $50,000 to $75,000, $7.50 per month; from $75,000 to $100,000, $10 per month; $100,000 and over, $15 per month.

Reorganization sentiment appeared during the morning session of the NIB meeting, which was attended by about 60 independent broadcasters, many attracted by a letter mailed to each independent station manager Aug. 29 by Mr. Lafount emphasizing the need of unified plans. Near the conclusion of the morning period Mr. Lafount appointed a committee of seven to draw up recommendations for the formation and operation of the NIBI. Their suggestions were carried before the afternoon session, and adopted with minor changes, section by section.

The committee, headed by Mr. Thomas, included Edward A. Allen, WLVA, Lynchburg, Va., Deitrich, Dirks, KTRI, Sioux City, Iowa, Edgar Shutz, WIL, St. Louis, Arthur Westlund, KRE, Berkeley, Cal., E. A. Alburty, WHBQ, Memphis, Frank E. Hurt, KFXD, Nampa, Idaho.

Purposes of NIBI

The purposes of the proposed NIBI, according to Mr. Thomas, are not to represent any individual station unless specifically requested to do so, but rather to function on behalf of the entire membership or groups of members. It intends to work in closest harmony with NAB and to attract non-NAB stations within the Association.

The basic duties of the NIBI were described as (1) legal representation with counsel to be retained on behalf of the group, (2) copyright assistance, (3) assisting stations in transcription and record problems, (4) public relations work, (5) preparation and dissemination of reports on NIBI activities.

NIBI dues will be utilized in the performance of these activities, plus others that may be added. A nominal salary to be determined by the board of directors will be paid to the secretary-treasurer.

Following completion of its reorganization plans a committee of three members of the NAB Board of Directors appointed at the Atlantic City Convention by Neville Miller, NAB president, will consider its request to affiliate with NAB and report to the complete board for final action. The committee is composed of John Elmer, WCBM, Baltimore, Gene Dyer, WGES, Chicago and John A. Kennedy, WBLK, Clarksburg, W. Va.

NAB Sales Managers Reorganize Group And Hear Plans for Advertising Bureau

REORGANIZATION of the NAB Sales Managers' Committee was voted in Chicago Sept. 14. Craig Lawrence, of the Iowa Broadcasting System, retiring chariman of the committee, discussed plans for the coming year and introduced Sam Henry, of the NAB Bureau of Radio Advertising, who outlined the bureau's proposed work.

It was agreed by committee members that the NAB executive board be asked for mileage expenses thus giving the Sales Managers' Committee equal status with other NAB committees. Under the rules of procedure, Neville Miller, NAB president, will be asked by Mr. Lawrence to appoint a new chairman who in turn will appoint the members of the Sales Managers' Committee for the coming year. Some districts complained that they had not been well represented in the present committee and a list of possible appointees was drawn up.

Department Store Study

Mr. Henry, who was recently appointed to the NAB Bureau [BROADCASTING, Sept. 1], told of the studies being conducted in the fields of local and national advertising. The study of the use of radio by department stores has been completed, he said, and will soon be issued to stations at 10c per copy. More than 200 stations have written the bureau for copies of the various studies, he added.

He analyzed the sale of local time in campaigns soon to be conducted by the air transport, life insurance and drug industries. An informal bulletin service will soon be started to help stations sell local time, Mr. Henry said. The complete report of Dr. Herman Hettinger, radio advertising analyst of Pennsylvania U., which was discussed at the recent NAB Convention in Atlantic City, will soon be published by the NAB, according to Mr. Henry. The report is an analysis of station sales set-up.

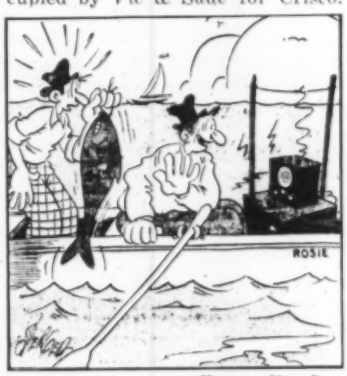
Ed Kirby, of the NAB, told the committee of the NAB's work in explaining radio advertising to various national consumer research groups. The U. S. Department of Agriculture is presently investigating consumer groups who have been outspoken against radio advertising and advertising in general, he said. He outlined plans for selling the values of radio advertising to social clubs and various women's organizations.

The problem of various companies who insist that local distributors use their funds exclusively for newspaper advertising was discussed by the committee. The NAB Bureau of Advertising is also contacting those advertisers who have insisted on "free offers" privileges on the air, it was disclosed. In the majority of cases these advertisers spend money for newspaper advertising, the committee was told by the NAB representatives. Exorbitant merchandising schemes that some advertising agencies are insisting on, and the problem of too many free announcements were discussed.

In addition to Mr. Lawrence, Mr. Kirby and Mr. Henry, those attending the meeting included C. C. Caley, WMBD; Frank Bishop, KFEL; W. R. Cline, WLS; E. Y. Flanigan, WSPD; Les Johnson, WHBF; Charles Atterbery, KCKN; Arthur Bright, KFBY; Leonard Reinsch, WHIO.

P & G Buys Wester Show

PROCTER & GAMBLE Co., Cincinnati, has bought a five time a week serial program titled *The Right to Happiness*, produced by Carl Wester Agency, which is reported to start on NBC-Blue Oct. 16 in the 11:15 a.m. period now occupied by *Vic & Sade* for Crisco.



Kansas City Star

"Don't bother me now, Ed—DiMaggio is up with the bases loaded!"

MPPA Test Suit Planned by NBC

Thesaurus Subscribers May Continue to Use Service

A TEST suit to clarify the relation between music publishers, recording companies and broadcasters will be started shortly between NBC and one of the publishers represented by Harry Fox, former manager of the Music Publishers Protective Assn., an agent for most MPPA publishers in handling recording rights.

Announcement of the suit was made by NBC Sept. 15 following seven days of negotiations between Mr. Fox and A. L. Ashby, general counsel of NBC. Until the suit has been settled, subscribers to NBC Thesaurus library service may "continue playing Thesaurus selections on sustaining or sponsored programs as heretofore".

The dispute between NBC and MPPA is based on section 1e of the Copyright Act, the section on compulsory licensing which says after a publisher gives permission to record a number to one record manufacturer, he must give it to all such manufacturers at a price not to exceed 2c a side. NBC is questioning the right of a publisher to charge more than the stipulated 2c, a trifling sum in comparison with the present charges by transcribers.

Rescinds Warning

When no agreement had been reached in the two months following the expiration of NBC's contract with MPPA on June 30, Mr. Fox on Sept. 8 notified all Thesaurus subscribers that to continue to play those transcriptions which contained numbers belonging to a publisher would lay the stations open to infringement suits. On Sept. 14, following the agreement to hold a test suit, Mr. Fox wired all such stations rescinding his letter.

Details of the suit have not yet been decided. NBC can record a number without permission and be sued by the publisher as was done in the Harms vs. RCA case currently in the courts, or NBC may start action for a declaratory judgment to get a decision on the point of law.

NBC contends only a few hundred selections actually are affected, it was stated, since NBC Transcription Service still has individual contracts with many of the publishing houses covering their selections.

NBC Has Been Protesting

It was asserted that for the last five years, NBC transcription officials have protested the MPPA recording fee charges, challenging their legality, but that upon insistance of the licensors, an adjudication had been postponed. With the growth of library services, substantial sums now are involved in these payments, amounting to approximately $60,000 in the case of *Thesaurus*.

Because of MPPA's close affiliation with ASCAP, some significance was attached to the fact that the summary notice to stations came on the eve of the special NAB convention on copyright in Chicago.

IRNA Forms Permanent Setup Operating Under NAB Banner

Budget of $20,000 Voted; Board of Directors Named With Rosenbaum Reelected Chairman

ESTABLISHMENT of Independent Radio Network Affiliates as a permanent organization, functioning in harmony with NAB, was effected Sept. 14 at a special meeting in Chicago, Samuel R. Rosenbaum, WFIL, Philadelphia, was reelected chairman for a one-year term. Paul W. Morency, WTIC, Hartford, was elected vice-chairman. The executive committee comprises Mr. Rosenbaum; Mark Ethridge, WHAS, Louisville; L. B. Wilson, WCKY, Cincinnati; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network.

A budget of $20,000 for the first year was agreed to by the convention, after adopting bylaws setting up the permanent organization. Provision also was made for the retention of paid personnel, but this was left to the discretion of the new board of directors of 15 men. It is expected counsel will be retained to confer with the major networks in connection with fundamental questions growing out of affiliation contracts. As dues, stations will pay a sum equal to their highest quarter-hour rate for the first year.

Elected directors for three-year terms were Mr. Rosenbaum; Mr. Ethridge; Mr. Wilson; Edwin W. Craig, WSM, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland. Elected for two-year terms were Mr. Morency; Mr. Damm; Mr. Shepard; C. W. Myers, KOIN-KALE, Portland; John A. Kennedy, WCHS, Charleston, W. Va. Elected for one-year terms were I. R. Lounsberry, WGR-WKBW, Buffalo; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte, Mont.; George W. Norton Jr., WAVE, Louisville; Gene O'Fallon, KFEL, Denver.

Dempsey Declines Tender

William J. Dempsey, FCC general counsel, who had been approached by IRNA leaders in connection with his possible retention as paid executive of the group, on Sept. 13 advised Arthur B. Church, president of KMBC, Kansas City, of his inability to consider any proposal, even if proferred [BROADCASTING, Sept. 1]. The general radio regulatory situation, complicated by war conditions, it is understood, prompted Mr. Dempsey's decision.

Approximately 125 broadcasters, representing 150 stations attended the IRNA convention, which had been preceded the night before by a meeting of key network broadcasters. While it was decided to set up a permanent organization, it was emphasized that the group will work with NAB. The bylaws specify that membership of IRNA shall consist only of active members of the NAB.

Brought in by its reorganization committee headed by Chairman Rosenbaum, the bylaws were adopted after considerable debate and several amendments. Provision is made for retention of a secretary-treasurer as the paid executive officer, but there is no present immediate intention of filling that post, it was indicated. The board also is authorized to retain other employes, counsel and agents of the association and fix salaries.

The bylaws state that the objects of IRNA shall be to foster radio under the American System, and, "to foster, encourage and promote harmonious and practical relationships with the national networks with which members are affiliated." In this connection, mooted problems of station compensation from the networks, optioned time arrangements, station break announcements and kindred questions apparently are embraced.

The bylaws prescribe there shall be a board of 15 members, six of whom shall represent and be elected by the stations affiliated with CBS; three to represent and be elected by stations affiliated with MBS, and six to represent and be elected by stations affiliated with NBC. Should any additional network be given recognition, three directors would be elected to represent its affiliates. Directors will serve for staggered terms of one to three years, with each group divided into three term-classes, so that one third of the entire board will serve a year; the second group two years, and the final third for three years.

The chairman and vice-chairman of the board will be elected by a majority vote of the board members, from the board membership, for one-year terms. The secretary-treasurer likewise will be elected by the board, which will prescribe his term of service, duties and compensation, and enter into an employment contract. While the board would hire other executive personnel, the bylaws prescribe that the secretary - treasurer, subject to board approval, shall hire clerical assistance.

An executive committee comcomposed of five directors, four of whom shall be elected from and by the board, also is provided. The chairman of the board will serve as chairman of this committee, consisting of two affiliates of CBS, two of NBC and one of MBS. Standing committees will be named by the chairman, subject to board approval.

The executive office, the bylaws provided, "shall be located at such place as the board of directors shall from time to time designate."

Lindy Breaks Silence

COMBINED hookups of the national networks on Sept. 15 carried the first public declaration made either through radio or the press in eight years by Col. Charles A. Lindbergh. The famous flier, who completed his volunteer Army service that day, spoke from Washington on the war situation. The broadcast was originally arranged by Fulton Lewis jr., MBS commentator and a friend of the flier's, as an MBS exclusive feature, but it was decided to feed it to all the networks.

New Contract Covering Pacific Coast Is Negotiated by AFRA and Networks

A REGIONAL code for the West Coast, covering all network programs originating in Hollywood, Los Angeles and San Francisco and available only to stations located within the 11 western States, was signed Sept. 14 in New York by Lawrence Lowman, CBS vice-president in charge of operations; Mark Woods, NBC vice-president and treasurer, and Emily Holt, executive secretary of the American Federation of Radio Artists.

Code, which goes into effect Sept. 17 and runs until Feb. 12, 1941, is supplementary to the AFRA commercial code of fair practices signed by the networks and AFRA last winter [BROADCASTING, Feb. 15], which also expires Feb. 12, 1941.

Salary Provisions

Salary scale called for by the new code is approximately 60% of the scale for national network programs in all classifications. Actors will be paid $10 for a quarter-hour program, $12.50 for a half-hour show, $17.50 for a full hour, with rehearsals at $3 an hour. Dramatized commercials are priced at $7.50 if on a 15-minute show, $10 for a 30-minute program and $12.50 for an hour broadcast.

Singers are classed by number of voices appearing together. Soloists get $20 for 15 minutes, $25 for 30 minutes, $30 for 45 minutes, $35 for an hour, with rehearsals at $3.50 per hour. Groups of two to four voices are scaled at, per singer, $15 for 15 minutes, $17.50 for 30 minutes, $20 for 45 minutes, $22.50 for an hour, with rehearsals at $3 per hour. Five to eight voices, per voice, are paid $12 for 15 minutes, $14 for 30 minutes, $16 for 45 minutes, $18 for an hour with $2.50 per rehearsal hour. Nine or more voices each get $9 for 15 minutes, $10 for 30 minutes, $11 for 45 minutes and $12 for 60 minutes, with $2 for each hour of rehearsal.

Signature voices are $7.50 per program, or $37.50 per week when used on strip shows. Extras or supernumeraries receive $7.50 per performance, including four hours rehearsal.

Announcer's scale runs: 15 minutes, $8.50; 30 minutes, $12.50; 60 minutes, $17.50, with $3 an hour for rehearsal. If actor is under contract, rates are subject to discount as follows: 5% for three quarter-hour shows weekly; 10% for four and 15% for five. Regular scale is paid for announcers and actors acting as news commentators, etc. on 15-minute programs. News programs of five to ten minutes in length are priced at $10 each for the first five, $6 for the second five and $4 for all over ten broadcast weekly.

A special scale for sports announcers prices a college or professional football game at $50 for the announcer and $20 for the commentator; for high school games these fees are reduced to $15 and $6. Boxing and wrestling matches, hockey games and other contests carry the same scale as professional or collegiate football.

On Sept. 14 AFRA also concluded negotiations with CBS for a contract covering its Hollywood key station, KNX, and the contract was forwarded to Chicago to be signed by D. W. Thornburgh, vice-president in charge of CBS Pacific Coast operations, who was in Chicago for the NAB convention.

Annual meeting of the union's New York local will be held Sept. 28, at which time the AFRA scale for artists working on transcribed programs is expected to be the chief topic of discussion. Scale is said to be completed, but AFRA officials have refused to discuss it. General impression, however, is that it will match the scale for national network programs, both commercial and sustaining.

IRNA's Objectives Fixed in Platform

AT ITS SPECIAL meeting Sept. 15, Independent Radio Network Affiliates adopted a platform covering its objectives. Regarding network commercial practices, it concluded:

1. Eliminate all network advertising announcements known as "trailer announcements" preceding the opening identification of the sponsored program and following the closing identification.

2. Networks and affiliates to limit commercial copy in quarter-hour, half-hour and one-hour sponsored programs to conform with the NAB code; and where the purchaser of a half-hour or longer is permitted to divide the time into periods such as quarter-hour or longer for separate sponsored programs, the total commercial copy shall be limited to that allowed for the entire time purchased unless contracted and paid at the rates of the shorter period.

3. Networks to provide station-breaks of at least 20 seconds between all separate program units where sustaining or sponsored, specifically including consecutive sponsored programs of an advertiser whether or not time is purchased for programs singly or in bulk.

4. IRNA members to limit to 30 words time-signal and other commercial announcements between network sponsored programs, as soon as networks comply with the foregoing provisions.

5. IRNA members not to broadcast spot announcements competitive to sponsored products of adjacent network programs.

6. Networks to furnish name of sponsoring product and description of program before asking stations to make definite time commitment.

Network Responsibility

Under the heading Miscellaneous Network Practices, IRNA prescribed that the networks must assume responsibility for program content. Further, it stated that in broadcasting publicity on network programs the networks are to eliminate announcements not affecting practically all stations; that they give affiliates due credit on all public events broadcast.

The affiliates asked that networks eliminate so-called sustaining programs giving free advertising. Mention was made particularly of motion pictures, phonograph records, office buildings, hotels and other enterprises operated for profit.

IRNA asked that networks not require affiliates to broadcast transcriptions of network programs other than at affiliates' national spot rates, except recordings made by affiliates off network lines at the time the affiliate is broadcasting a local program.

On copyright, IRNA pledged itself to the "per program" or "per use" basis with the principle of "clearance at the source" to hold on both network and sponsored transcription programs.

WMCA Denies FCC's Charge It Intercepted Code Messages

Informs Commission That Claims of Utilizing British and German Orders Were False

RADIO's delicate role in the international situation was reemphasized Sept. 12 when the FCC issued a "show cause" order demanding that WMCA, New York, reply to information in its possession to the effect that WMCA had "caused the interception of secret radio communications sent by the Governments of Germany and Great Britain, respectively, containing orders to the naval or military forces of said Governments to govern the movement of said forces in time of war and thereafter caused the said messages to be decoded and broadcast over the facilities of Station WMCA, all without authority of the respective senders of said communications."

To this charge Knickerbocker Broadcasting Co. Inc., operating WMCA, through its vice-president and counsel, William Weisman, entered an immediate and sweeping denial on Sept. 14, one day before the FCC's deadline date for reply. At the same time, Donald Flamm, president and general manager of WMCA, denied the charge which, if substantiated, might render his station subject to revocation of license for violation of Section 605 of the Communications Act relating to unauthorized publication of communications.

May Come Up Sept. 19

The reply is now in the hands of all of the Commissioners, along with FCC evidence and WMCA exhibits designed to show the source of WMCA war broadcasts. The next meeting of the full Commission takes place Tuesday, Sept. 19, when the case presumably will be considered and adjudged.

The charge followed publication by WMCA of advertisements in *Radio Daily* and *Variety* headed "Scoop" and reproducing articles by George Ross in the *New York World-Telegram* and Ben Gross in the *New York Mirror* calling attention to British and German admiralty secret shortwave messages which allegedly were first broadcast over WMCA. Such an action, it was stated, would contravene the law stipulating that "no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect or meaning of such intercepted communication."

Mr. Ross in the *World-Telegram* was quoted as having written, "WMCA flashed the British Admiralty orders and the secret German naval orders before these became public knowledge. And the story of these exclusives is this: Several weeks ago the station hired an expert on naval code, who stationed himself near the shortwave receiver of a local morning newspaper. As secret orders from shore to ship were flashed from England and Germany, he quickly decoded them and rushed his findings to the microphones."

This statement was labeled as false by Mr. Flamm, who declared that all of WMCA's news is and has been derived from the wires of the International News Service and from the *New York Herald-Tribune* and *New York Mirror*, with which it has tieups. WMCA neither employs a code expert nor has ever broadcast a decoded report, he said. With reference to the particular broadcast under scrutiny, the story is said to have come from newspaper sources which published it next morning.

"We wish to emphasize," said Mr. Flamm, "that WMCA has committed no violation of any regulation, and that its broadcasting of news was done only through accredited and responsible newsgathering agencies." This statement is in effect the basis of Mr. Weisman's affidavit filed with the FCC.

Mr. Flamm asserted that WMCA actually broadcast no such bulletin as the FCC charge and his advertisement described. He said the use of the newspaper clippings was a promotional stunt executed by the WMCA advertising department and designed to show WMCA's alertness in handling war news.

(*Continued on Page 90*)

FCC Order to Show Cause in WMCA Case

WHEREAS, the Government of the United States has agreed with certain other governments, including Germany and Great Britain, to take all the measures possible, compatible with the system of telecommunications used, with a view to insuring the secrecy of international correspondence; and

WHEREAS, in order to insure the secrecy of international radio communications, the United States Government has agreed with other governments, including Germany and Great Britain, to take the necessary measures to prohibit and prevent (a) the unauthorized interception of radio communications not intended for the general use of the public; and (b) the divulging of the contents or of the mere existence, the publication or any use whatever, without authorization, of such radio communications; and

WHEREAS, Section 605 of the Communications Act of 1934 provides that no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person, and further provides that no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and

WHEREAS, the FCC has been directed by Congress to execute and enforce the provisions of the Communications Act of 1934, as amended; and

WHEREAS, the FCC has information in its possession tending to establish that the Knickerbocker Broadcasting Co., Inc., licensee of Station WMCA, New York, New York, caused the interception of secret radio communications sent by the governments of Germany and Great Britain, respectively, containing orders to the naval or military forces of said governments to govern the movement of said forces in time of war, and thereafter caused the said messages to be decoded and broadcast over the facilities of Station WMCA, all without authority of the respective senders of said communications, and

WHEREAS, during the period of tense international relations the public interest, convenience and necessity required strict observance by licensees of radiobroadcast stations in this country of all provisions of international undertakings and Federal legislation relating to the secrecy of international communications;

NOW, THEREFORE, IT IS ORDERED that the Knickerbocker Broadcasting Co. Inc., at or before 11 a.m., Sept. 15, 1939, file a written statement under oath in the office of the Secretary of the Commission, Washington, D. C., which shall set forth all facts and circumstances pertaining to said alleged interception and broadcasting and shall show cause why the FCC should not, pursuant to Section 312(a) of the Communications Act of 1934, as amended, revoke the license for said Station WMCA for violation of and failure to observe the provisions of the Communications Act of 1934, as amended, constituting conduct by said licensee contrary to the public interest. By order of the Commission.

T. J. SLOWIE, *Secretary*.

Coughlin Picketers Quit Following Crisis Order

PICKETING of WMCA, New York, by sympathizers of the Rev. Charles E. Coughlin in protest against the station's refusal to carry the radio priest's weekly talks, was suspended indefinitely Sept. 9. Teresa Hanley, secretary of the Committee for the Defense of American Constitutional Rights, Brooklyn, announced the suspension as a result of Mayor LaGuardia's appeal against public demonstrations during the war crisis.

In making the announcement, the committee official stated the picketing, which had been carried on for 38 weeks, would be resumed "when the crisis has passed" and the ban lifted. The previous Sunday, Sept. 3, a delegation of 300 persons, gathered to participate in the picketing during the hour Fr. Coughlin broadcasts, had been dispersed by police, who explained that only four persons would be allowed to picket at one time during the ban against demonstrations.

Text of WMCA Denial of FCC Charge

WILLIAM WEISMAN, being duly sworn, deposes and says: 1. I am Vice-President of Knickerbocker Broadcasting Company, Inc. (WMCA), and make this affidavit in answer to the Order to Show Cause made in the above-entitled proceeding on Sept. 12, 1939.

2. WMCA neither directly nor indirectly intercepted or caused the interception of secret radio communications sent by the governments of Germany and Great Britain, respectively, or any other government, containing orders to the naval or military forces of any said governments to govern the movement of said forces in time of war. Neither has WMCA at any time, under any circumstances, intercepted any code messages of any government in time of war or any other times.

3. In the course of its daily broadcasting schedule, WMCA has broadcast news dispatches, including those emanating from the governments of Germany and of Great Britain. However, WMCA has no news-gathering bureau of its own and relies entirely for its sources upon accredited newsgathering agencies.

A. In connection therewith, WMCA has a written contract with King Features Syndicate Inc. (International News Service Department). A photostatic copy of said contract is hereto annexed, marked "Exhibit A", and made a part hereof. By virtue of said agreement there is installed in the offices of WMCA a news ticker to which is transmitted the regular news service of King Features Syndicate (INS). WMCA edits the said news reports and prepares the same for broadcasting.

B. Because of the unusual situation in Europe during the past few weeks, and of the great interest of the American people in every phase of news emanating from Europe, WMCA entered into an agreement with the *New York Herald-Tribune*, by the terms of which the *New York Herald-Tribune* has furnished WMCA, for broadcasting purposes, special news flashes which it has received from its own direct sources and correspondents in Europe. Copies of the letters constituting such agreement are annexed hereto, marked "Exhibit B-1", "Exhibit B-2" and "Exhibit B-3", and made a part hereof. See also photostatic copy of bill rendered by *New York Herald-Tribune*, annexed hereto, marked "Exhibit C", and made a part hereof.

C. By virtue of an oral arrangement with the *New York Daily Mirror* there is broadcast over the facilities of Station WMCA, once each day for 15 minutes, a news program emanating directly from the editorial rooms of the said *New York Daily Mirror*. These broadcasts have always consisted of news items which had already appeared in that publication.

4. I state upon my oath that WMCA has not had, nor has it now, any knowledge of any secret or other code used by the governments of Germany or of Great Britain, or of any of the departments of either of said governments.

5. By this affidavit I swear that WMCA has not broadcast any news item or other information which it obtained illegally or which WMCA had any reason to believe was obtained illegally by any other person, firm or corporation. In fact, all of the news items which were broadcast by WMCA have appeared in the daily newspapers in the regular course of publication.

6. I am aware of the advertisement which appeared in the *Radio Daily* of Sept. 6, 1939, in which is reproduced excerpts from columns published in New York City newspapers, and in which it is stated that WMCA had decoded secret orders of the governments of Germany and Great Britain. WMCA does not control, directly or indirectly, in any manner, either the said publications or any of the writers of the said columns. WMCA used the said items in the advertisement only as an indication of the fact that WMCA did broadcast the news items in advance of other radio stations or in advance of their publication in the daily newspapers in New York City, but not for the purpose of advertising that WMCA had in fact intercepted or decoded any of the secret orders of Germany, Great Britain or any other government.

7. I wish to make entirely clear that neither Knickerbocker Broadcasting Company, Inc. nor any of its officers, directors or employes have, directly or indirectly, violated any of the provisions of the Communications Act of 1934 as amended, or any parts thereof, especially those specified in the said Order to Show Cause.

WILLIAM WEISMAN

Court Ruling Aids Radio Libel Status

NBC Held Not Liable For Ad Lib Remark By Jolson

IN A DECISION hailed as a powerful precedent in the infant field of radio law, the Supreme Court of Pennsylvania on Sept. 7 held that a broadcaster is not liable for remarks ad libbed by a radio artist employed by a sponsor using the broadcaster's facilities.

The ruling, handed down by Chief Justice John W. Kephart, reversed the findings of the Allegheny County Court of Common Pleas last fall, in which NBC was ordered to pay $15,000 to the Summit Hotel Co. for damages the hotel claimed to have suffered as a result of a derogatory remark ad libbed by Al Jolson during a *Shell Chateau* broadcast over NBC on June 15, 1935.

Appeal Not Permitted

Jolson, who was hired by J. Walter Thompson Co., agency for the sponsor, as comedian on the program series, on this particular broadcast was interviewing Sam Parks, then open golf champion. In the course of the dialogue Parks mentioned the hotel and Jolson interrupted him to remark "That's a rotten hotel," a line which was not contained in the script.

In appealing the decision of the lower court, NBC held that since Jolson was an employe of the agency and not of NBC and since the remark was not included in the script or made during rehearsal and since it came so unexpectedly and so quickly when it was uttered that there was no opportunity for the control engineer to shut it off, NBC should not be held liable.

The court agreed with this contention, Judge Kephart saying in his decision: "A broadcasting company that leases its time and facilities to another company, whose agents carry on the program, is not liable for an interjected defamatory remark where it appears that it exercises due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extemporaneous defamatory remark would be made."

The hotel company cannot appeal the decision, as the court is the highest in the state and since there is no question of constitutionality it cannot be considered by the U. S. Supreme Court.

The opinion was viewed as establishing new legal precedent on radio libel and slander, since it in effect reverses the position taken by four other State courts in former cases. In these instances, however, the circumstances were not entirely analogous, but Chief Justice Kephart nevertheless concluded that a rule should be applied which will not impose "too heavy a burden on the industry and yet will secure high measure of protection to the public or those who may be injured."

"The important question raised," said the court, "is whether a radio broadcasting company which leases its facilities is liable for a defamatory statement, interjected 'ad lib' into a radio broadcast by a person, hired by the lessees, and not in the employ of the broadcasting company, the words being carried to the radio listeners by its facilities."

Unique Problem

Judge Kephart said that the precise problem is unique and it is the first time the question has come before an appellate court in the United States or England. The law of defamation by radio "is very much in its infancy, though there have been a few cases involving the liability of a broadcasting station or company therefor. But the situations involved in these decisions differ vastly from that which is before us."

The opinion emphasized that the facilities of the network were under the control of the advertising agency. The network could not have prevented the utterance by the agency's performer because of its "suddenness."

Because the lower court held NBC absolutely liable "without fault," Chief Justice Kephart said it was necessary to examine the theory of absolute liability to ascertain whether it is appropriate in this new form of defamation. After reviewing Pennsylvania law and other cases somewhat analogous, he held that the doctrine of liability without fault did not apply to radio in such circumstances.

The newspaper analogy of absolute liability, the court brought out, has been approved in four cases as applied to radio. These he enumerated as *Sorenson vs. Wood* in Nebraska, where the defamatory remarks were made by a political speaker; in *Miles vs. Louis Wasmer* in Washington, where the speaker was the announcer employed by the station; in *Coffey vs. KMBC*, Kansas City, where the station was a member of the network which was sued for defamatory remarks made in New York and transmitted to Kansas City and in *Irwin vs. Ashurst* in Oregon, where the court held that defamation in the broadcast of proceedings at a trial was privileged, but only if the report was true and accurate.

Asserting that the American Law Institute had refused to adopt any definite position on radio defamation, the court said this position was taken on the ground that the decided radio cases were insufficient in number to require the acceptance of an analogy presenting "such serious practical and legal difficulty."

Emphasizing that the facts in the Jolson case differ greatly from those in the cases cited, the court pointed out the speaker was an employe of a third party to whom the broadcasting company had leased facilities; that he was not under the network's control, authority or command; that the script used was examined and rehearsed exactly as written and contained nothing offensive; that NBC had no reason to believe anyone would utter a defamatory statement; that NBC had no power or means that enabled it to prevent the transmission of the defamatory remark and that it was "physically impossible" for the monitor or program director to have intervened, since the performer, without notice interjected his terse defamatory remark so quickly that no one in NBC's employ was able to prevent its transmission.

Thus, the court said, the analogy between the broadcaster and the newspaper publisher is "demonstrably weak", considering not only the practical differences between the media but the different conditions under which the industries operate. Newspaper matter, it pointed out, is prepared in advance, reviewed by members of the various staffs, set into type, printed, proof-read, and then "run off" by employes of the publisher; at all times opportunity is afforded the owner to prevent the publication of the defamatory statement up to the time of delivery of the paper to the news-vendor. The defamation thus may be said to be an international publication or at least one published without due care.

"Similarly, the broadcaster may, as it did here, require the submission of the script in advance for editing; it may require rehearsals and its production director may prevent the transmission of doubtful matter. But where the circumstances, like those now presented, are such that the defamation occurs beyond the control of the broadcaster, it is perfectly clear that the analogy between newspapers and broadcasting companies, collapses completely. The superior control of the newspaper publisher is self-evident.

Quickly Forgotten

"Newspaper defamations possess possibilities for real harm far greater than defamations by radio, as they constitute permanent, continuous records, which, through circulation, are constantly republished. The radio word is quickly spoken and, generally, as quickly forgotten. Because of the differences in power of the stations from which it is sent, it may receive widely varying circulation."

Declaring that broadcasting presents a new problem, not conceived nor dreamed of when the law of libel and slander was being formulated, the court said that a rule should be applied which will not impose too heavy a burden on the industry. Stating that broadcasting is subjected to many restrictions which are not imposed upon newspapers, the court pointed out that any person or firm can publish a newspaper without asking the Gov-

(Continued on Page 90)

MORE TALL CORN
KFH Challenges WHO and WCHS Claims

PROMPTED by tall corn contests promoted by WHO, Des Moines, and WCHS, Charlestown, W. Va., General Manager Marcellus M. Murdock, of KFH, Wichita, has written Joe Maland and John A. Kennedy, respective managers of the Iowa and West Virginia stations, plumping for Kansas' tall corn and challenging them to a three-way tall corn contest. Mr. Maland promptly accepted.

Challenger Murdock suggests that "an impartial judge" compare the entries and decide, sometime before Oct. 1, who has best proved his State's right to the title "Champion Tall Corn State of 1939".

If his entry of 1939 Kansas corn is found wanting, compared to Iowa's or West Virginia's, the challenger offers to award "one succulent Kansas Left Ham". "In Kansas," said Mr. Murdock "we specialize in the left hams only, and ship out the rest of the critter"—to the Governors of the two States. If the Kansas entry wins, Manager Murdock offers to accept from the respective losers, "on behalf of the Honorable Governor Ratner of Kansas", one Iowa roasting pig and one West Virginia ham.

Drawn for BROADCASTING by Sid Hix

"Someone Started a Rumor the Government is Going to Censor Programs!"

Pro and School Grid Season Brings Record Sponsor List

Play-by-Play Broadcasts Soon to Be Under Way In Full Swing; Training Schools Are Held

LATE September will witness the resumption of football play-by-play sponsorship on a scale larger than past years, due principally to the General Mills broadcasts of professional football games. Atlantic Refining Co., Humble Oil & Refining Co., Wadhams Oil Co., Tidewater Associated Oil Co. and numerous local groups form the nucleus of the grid sponsors.

CBS and NBC have announced that the first football broadcast of their fall campaign which will be scheduled from week to week is the Notre-Dame-Purdue game at South Bend, Ind., Sept. 30. Ted Husing will describe the game for CBS, and Bill Stern, NBC-Blue commentator, will give the play-by-play account for NBC. NBC will also broadcast on its Red Network the Indiana - Nebraska game at Bloomington, Ind., with Jim Britt and Fort Pearson covering the event.

Humble's Fifth Year

For the fifth consecutive season, Humble Oil & Refining Co., Houston, will sponsor more than a dozen play-by-play broadcasts of Southwest Conference football games on the Texas Quality Network (WFAA, Dallas; WBAP, Ft. Worth; KPRC, Houston, WOAI, San Antonio). Kern Tips of KPRC, Hal Thompson of WFAA and Cy Leland of Fort Worth will announce. Color men will be named as the occasion arises. Franke-Wilkinson - Schiwetz, Houston, is agency. Humble has sponsored Southwest Conference games on TQN since 1935, one year after the network was organized.

Lion Oil Refining Co., of Little Rock, Ark., will sponsor games of the Arkansas U. team on KARK and the Arkansas network. Waymond Ramsey will handle play-by-play.

Announcers Meet at Ayer

Atlantic Refining's two-day announcers meeting Sept. 13-14 was held at the offices of N. W. Ayer & Son in Philadelphia and at the Penn A. C. Opening the sessions was a welcome by Joseph R. Rollins, Atlantic advertising manager, with Wallace Orr, of Ayer, explaining the purpose of the gathering.

Recent developments in the oil industry and comments on Federal scrutiny of advertising copy were explained by Dr. T. G. Delbridge, Atlantic engineer.

C. P. Cottington, Ayer vice-president in charge of radio, explained the policy governing Atlantic commercials for the season, laying emphasis on the painless plugs which again will feature Atlantic grid coverage. Publicity policies and their application were discussed by John A. Breiel and Robert Stinson, with Charles Gault describing changes in football rules and quizzing announcers on the rules.

On the second day's agenda was a talk by Les Quailey, Ayer sports director, in which football broadcasting technique was discussed; forecast procedure was discussed by Dick Dunkel; work of individual announcers in 1938 criticized by Quailey; report on first day's examination by Charles Gault.

Chief importance of the announcers' meeting was to insure uniform methods of broadcasting, it was stated, Atlantic boasting that when a fan listens to one of its announcers he will hear a play set up the same whether it is a Florida broadcaster or a man doing a Yale game. Included in the course of instruction given during the meeting was the required method of keeping a play-by-play account of the game while giving a running description of the play. This is especially important, since the announcer thus is able to recapitulate the game at any time.

Two methods of keeping a detailed account of the game are utilized by Atlantic announcers. Some employ a "light box", called the annunciator. This is manipulated by the spotter, or observer, and serves as a player identifier. The majority use a simplified identification board which is operated by two spotters.

Although only the play-by-play announcers attended this year's meeting, the entire football radio staff numbers 102. This figure includes commercial announcers and spotters. The spotters, or observers, are chosen for each broadcast setup and are men with a keen football sense and who have a thorough knowledge of their respective home teams.

General Mills Selects

Knox Reeves, advertising agency handling the broadcasts of the National Professional Football League games for General Mills, Minneapolis, has selected the announcers for the games, which will be broadcast on ten stations in the East and Midwest. Announcers are: Red Barber and Dick Fishell on WOR, Newark; Stan Lomax and Earl Harper on WHN, New York; Taylor Grant and Bob Hall on WCAU, Philadelphia; Russ Hodges and Rosey Rowswell on KDKA, Pittsburgh; Bob Kelly and Whitey Lewis on WGAR, Cleveland; Harry Wismer on WJR, Detroit; John Harrington on WJJD, Chicago; Jack Drees on WIND, Gary; Tony Wakeman and Dutch Bergman on WOL, Washington, WFMD, Frederick, and WCBM, Baltimore.

ON THE JOB from dawn to dusk during the Atlantic Refining Co. —Ayer football session was Joseph R. Rollins, Atlantic advertising manager, who directs the sponsor's extensive sports campaign along with other advertising.

For full Atlantic Refining football schedule and photo of announcers see page 88.

Announcers Are Veterans

Selection of the above announcers was made at a Wheaties football conference, held Sept. 8 at the Hotel New Yorker, New York. According to Brad Robinson, eastern manager of Knox Reeves, the announcers were chosen entirely on past performances, many having done Wheaties baseball broadcasts before for the agency, and were invited to attend the conference merely to discuss "the importance of the three-way partnership between the station, the football club, and the sponsor in putting over these broadcasts". A message was transmitted via recording by Donald D. Davis, president of General Mills. All those in attendance at the conference witnessed the All-Star Game between the Giants and the Eastern All-Stars on Thursday night, Sept. 7, and the actual conference was held Friday Sept. 8. A feature of the meeting was a roundtable on football with Lou Little, coach at Columbia University, as guest.

In addition to the announcers, those in attendance included: J. H. Sarles, vice-president of Knox Reeves; J. T. Kelley, director of sports broadcasting of Knox Reeves; Mark Forgette, sports contact man for the agency; C. S. Samuelson, advertising manager of General Mills, Brad N. Robinson, and Lloyd Griffin, radio director of Knox Reeves. Supervising the broadcasts for the agency in the East will be Brad Robinson and R. T. deVany, and in the West J. T. Kelley and Mark Forgette.

Ralph's Grocery Co., Los Angeles, chain grocery with 27 retail stores in Southern California, thru Glasser Adv. Agency, that city, on Sept. 4 started sponsoring professional football games on KFAC. Besides local games of the Los Angeles Bulldogs, the firm will also sponsor recreations of contests held in other parts of the country.

Nehi Inc., Columbus, Ga., on Sept. 14 started *First Down for Royal Crown*, an audience participation football quiz program with Andy Kilpatrick on WBAL, Baltimore. Program for Royal Crown cola is heard Thursdays, 8-8:15 p. m. BBDO, New York, handles the account.

Interlake Iron Corp., Chicago (Chicago Solvay Coke), has signed for the second consecutive year to sponsor Northwestern University football games over WCFL, Chicago. In addition, *Jimmy Evans Football Forecasts* will be broadcast by Interlake Iron Corp. over the same station each Friday night. Aubrey, Moore & Wallace, Chicago, is the agency.

AYER'S football brain trust functioned smoothly at the annual Atlantic-Ayer football school Sept. 13-14. C. H. Cottington, Ayer vice-president in charge of radio plans and station contacts, talks it over with Wallace Orr, account executive, and Les Quailey, sports director.

WSM-WMC Grid Tieup

ZENITH radio dealers of Tennessee again this year are sponsoring the Vanderbilt U. football broadcasts on WSM, Nashville, which has carried Vanderbilt games during the last four seasons. WMC, Memphis, also will broadcast the games this season, through a special hookup with WSM. The series starts Sept. 20 and continues through Nov. 30.

Union Oil's Programs

UNION OIL Co., Los Angeles (petroleum products), an extensive user of spot and network time, through Lord & Thomas, on Oct. 5 starts for 52 weeks, a series of tabloid versions of operas and operettas on 10 CBS Pacific Coast stations (KNX KSFO KARM KROY KOIN KVI KIRO KFPY KOY KTUC) Thursdays, 9:30-10 p.m. Well known West Coast singers will be featured. Condensations, written by Jon Slott, will bear more on dramatic reading than singing lines with exception of arias, it was understood.

Bob Hope Show Returns

PEPSODENT Co., Chicago (toothpaste), on Sept. 26 resumes the *Bob Hope Show* on NBC-Red stations. Tuesdays, 10 - 10:30 p.m. (EST), with Carl Stanton of Lord & Thomas, Hollywood radio division, as producer. Besides Hope, the weekly program will feature Judy Garland, M-G-M juvenile vocalist; Jerry Colonna, comedian, and Skinnay Ennis' orchestra. Bill Goodwin will announce.

ROCKWOOD & Co., Brooklyn (Pecan Feast) on Sept. 25 starts an announcement campaign, three to six weekly, on 15 stations through Federal Adv. Agency, New York.

Extra! Extra! — hurry to your RADIO for the latest NEWS!

● To you big-city boys who practically *live* in the roar of newspaper presses, it may seem odd that RADIO is the big news-medium in many parts of the Nation.

Out here in Iowa Plus, for example, the 1939 Iowa Radio Audience Survey has just disclosed that 49.2% of all Iowans depend primarily on radio for news, whereas only 26.8% depend most upon newspapers. (24.0% express no choice.) . . . . More amazing still is the fact that nearly four times as many people prefer the WHO newscast by H. R. Gross, as prefer all other newscasts *combined!*

At this particular moment in history, when *radio news* is occupying extra minutes and hours of almost every American's day, the *news supremacy* of WHO is yielding extra dividends to every advertiser whose program is heard on this station. We suggest that you wire NOW for availabilities.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

Network War News on Orderly Basis

Less Interruption of Regular Programs Now Required

By BRUCE ROBERTSON

AS THE EUROPEAN situation has settled down to what appears to be a long drawn out affair, with only occasional news meriting the interruption of normal operations and with all news filtered through the strong wartime censorship, American radio has ceased attempting the minute-to-minute coverage of every angle that was maintained during the pre-war crisis period and has returned to a more normal schedule. War news, of course, continues to be of major interest, but the period of constant interruptions "to bring you the latest news on the European crisis" is over, for the moment at least.

On Regular Schedule

The networks, which during the crisis averaged a score or more foreign pickups a day at any and all times, are now bringing in Europe less frequently and on a regular schedule. CBS has a round-up from London, Paris and Berlin each morning at 8-8:15 and each evening at 6:30-6:45. From 8:45-9 a. m. the foreign situation is reviewed and analyzed by either H. V. Kaltenborn or Elmer Davis, and these commentators are also heard at some time each evening. CBS also holds the 2:45-3 p. m. and 9-9:15 (EDST) period open for special news from abroad, if any.

NBC has European pickups scheduled on both Red and Blue networks at 8 a. m., noon, 5:15 p. m. and midnight, each one to run from five to 15 minutes according to the amount of news. In addition NBC has set up the 7:15-7:30 p. m. period on the Red for a pickup from Europe, followed by an interpretation of the news by John B. Kennedy, who is assisted by Col. Frederick Palmer as military adviser. A similar period on the Blue from 10-10:15 each evening is scheduled to start with a pickup from Berlin, followed with commentaries. Weekend schedules are slightly different.

MBS has discontinued its broadcasts from Europe and also its recordings of news in English as put out by the Government stations of foreign countries, but Raymond Gram Swing continues to summarize and interpret the news from abroad each evening. All the networks, of course, are ready to pick up Europe at any time there may be news of transcendental importance, maintaining their close cooperation with the press associations.

BEHIND THE MIKE, directing the news activities of the major networks, are these special events chieftains (l to r) Paul White, CBS; A. A. Schechter, NBC; G. W. Johnstone, WOR-MBS. All are experienced newspapermen, and to them belongs much of the credit for the smooth functioning of the newsgathering machinery, particularly the pickups from Europe and the close cooperation with the press associations.

A Busy Sunday

All-time high in radio news coverage was reached on Sunday, Sept. 3, when American broadcasters demonstrated as never before their ability to keep the nation informed of the news of the world as it occurs. From Prime Minister Chamberlain's declaration that a state of war existed between Great Britain and Germany, broadcast at 6:14 a.m. New York time, to the bulletin on the sinking of the *Athenia* at 11:13 p. m. New York time, the air was filled with news.

Glued to their radio receivers throughout the long day, millions of Americans heard eyewitness descriptions of London's first air raid alarm, heard the solemn voice of King George VI as he delivered his war message to the British Empire, Premier Daladier delivering France's declaration of war on Germany, Premier MacKenzie King of Canada as he pledged the support of the Dominion to England, President Roosevelt's statement of American neutrality.

They heard also dozens of broadcasts by American correspondents abroad and by commentators in New York and Washington and scores of bulletins of minute-to-minute news events.

So late risers on this Sunday should have the opportunity to hear Chamberlain's historic speech in his own voice, NBC for the second time in its history broke its rule against putting a transcription on the network and rebroadcast the prime minister's address a half-dozen times during that morning. MBS also transcribed the talk and rebroadcast it during the morning. NBC's previous deviation from its otherwise fixed non-record policy was on the occasion of the explosion of the dirigible *Hindenburg* on its arrival in America in May, 1937, which WLS, NBC outlet in Chicago, recorded in place of the routine program of interviews with officials and passengers the station had planned to put on wax for future broadcasting.

Back to Normal

MBS devoted some nine hours of its Sunday schedule to the war; NBC and CBS about eight hours

(*Continued on Page 79*)

NETWORK NEWSROOMS are beehives of activity during the crisis. In left photo Paul White, CBS special events director, from the newsroom gives Bob Trout signal to go on the air; sitting next to Trout is Elmer Davis, analyst, and in right background is Larry Elliott, announcer. In right photo are NBC staffmen at work (l to r) Leif Eid, writer; William Kosta, manager of press division; John Briggs, Bill Norris, Don Glassman and Emil Corwin, writers. No coats and loosened ties were the order of the day.

Coverage of War Proves Expensive

Networks Boost Overhead and Make Rebates to Sponsors

ALTHOUGH the nationwide networks have issued many justifiable glowing accounts of their extensive coverage of the war in Europe and the critical period just preceding its outbreak, few statistics are available as to the actual extent of this coverage or the cost to the networks in rebates to advertisers for cancelled or interrupted programs, Transatlantic radiophone charges, salaries for commentators, translators, stenotypists and other extra employes, overtime for regular staff personnel, and the thousand and one extras arising at such a time.

MBS reports that from Aug. 20 through Labor Day, Sept. 4, it devoted approximately 65 hours and 51 minutes to crisis coverage, which included 196 broadcasts. Of these, 107 came from London, Paris, Warsaw, Berlin, Rome, Vatican City, Brussels and Moscow; 30 from Washington and 43, including 24 commentaries by Raymond Gram Swing, from New York. MBS, which had no cancelled commercial programs and few rebatable interruptions, estimates its extra expenditures for this period as somewhere between $15,000 and $20,000.

Costs Not Estimated

NBC and CBS were both unwilling to release comparable figures and neither of these networks would even attempt to estimate coverage costs in the aggregate, let alone break them down into expenses and rebates. NBC did state that from Aug. 21 to Sept. 14 it had broadcast 255 programs originating in 18 cities outside of the United States, in addition to numerous crisis shows from New York and Washington, but divulged no further details. CBS reports a grand total of 726 war broadcasts from Aug. 21 to Sept. 8, coming from nine foreign cities and New York and Washington, broadcast by 62 speakers.

CBS also reports that on Thursday, Aug. 24, it cancelled 15 quarter-hour serial programs and interrupted two others for five minutes and three and one-half minutes respectively; on Aug. 25 it cancelled four 15-minute shows and cut the first three minutes of another, and on Aug. 28 it cancelled one quarter-hour show, all due to war coverage. Numerous other commercials on CBS have been interrupted for news bulletins, the network says, but the great majority of these have lasted less than a minute and no rebates were made for them. Since Aug. 28, CBS has so arranged its war news schedule as not to necessitate any commercial program cancellations, although it stands ready to do so should any event of unusual importance arise to make it necessary.

NBC's Loss $23,000

As BROADCASTING went to press Sept. 15, NBC estimated rebates to its clients for war cancellations, interruptions at $33,000, based on one-time rates but amounting to somewhat less with discounts. The estimated net loss to NBC was $15,000 for time and $8,000 for talent rebates with stations losing proportionately since they did not get paid for cancelled time.

Censorship Orders Are Issued To Broadcasters in Canada

Instructions Are Confidential; News Programs Continue, Restricted to French and English

STRICTLY confidential censorship instructions have been issued to all Canadian broadcasting stations, newspapers and news services, it is understood on highest authority. Now that Canada is at war, only the Dominion's two official languages, English and French, may be used on the air. Permission from the Toronto office of the Canadian Broadcasting Corp. is necessary for all radio talks but manuscripts are not censored. Autumn schedules for spot and network broadcasting have been little affected by the outbreak of war except in the food field.

These are the main differences the outbreak of war has made in Canadian broadcasting. There is no censor at each broadcasting station. There is no talk of shutting down all Canadian broadcasters, although Canada's 3,500 amateur radio stations have been closed down and all amateur radio licenses have been cancelled. There is little difference in the news reports heard from Canadian and United States stations, and there are no news commentators allowed on the Canadian air, although CBS and NBC European hookups were carried on Canadian stations the first few days of the war. Newscasts direct from the British Broadcasting Corp. have also been carried by Canadian stations.

Censorship Board

A seven-man censorship board has been set up in the Dominion, headed by Walter S. Thompson, publicity director of the Canadian National Railways, who was in charge of the press and radio news arrangements for the Royal Tour in May and June, as chief censor. Radio is represented on the board by Comdr. C. P. Edwards, director of air services in the Department of Transport, which includes all radio activities, and Lieut. Col. R. P. Landry, secretary of the CBC.

Censorship instructions issued confidentially to broadcasting stations, and not for publication, deal with certain military activities, news of which must not be broadcast. But there is nothing in the instructions regarding European war news, so that Canadian listeners have the same war news as United States listeners.

The outbreak of war has not greatly interfered with the autumn bookings of commercial spot and network business. A survey of advertising agencies shows that most sponsors are going ahead with their plans, though some are pushing back the starting dates of their campaigns a few weeks. A few large radio advertisers are awaiting developments before signing up for the autumn season, this applying especially to food manufacturers whose advertising schedules will depend on the Government's action as regards the food industry. Canadian broadcasters as well as advertising executives believe the season will be as good as if not better than the first half of the year. There are few who are not optimistic about autumn radio advertising.

During the first week of September, Canadian listeners had as frequent news service from their stations as listeners in the United States. Programs were regularly interrupted to give the latest news flashes, and some stations replaced regular programs with transcribed programs and newscasts. This system of frequent newscasts was criticised by many Canadian newspapers, although most news supplied was that of the Canadian Press, the Associated Press of Canada. The second week of the month started with less frequent newscasts and a resumption of normal broadcasting.

The CBC is one of the essential services whose personnel is exempt from mobilization and conscription, according to a statement in Parliament by C. D. Howe, Minister of Transport. Since the CBC has not yet national coverage of its own, relying on privately-owned broadcasting stations for coverage in many regions throughout Canada, this would likely also apply to most broadcasting stations in emergency.

WLW's 500 Kw. Offer

TO PROVIDE news flashes on the war to "rural and remote listeners" during day hours, the Crosley Corp. wired the FCC Sept. 2 offering WLW's 500,000-watt transmitter for that service. The FCC, which last March reduced WLW's regular power to 50,000 watts, after considerable scurrying about simply acknowledged the wire. The WLW wire read: "In view of present foreign situation as 500 kw. equipment now in operation after midnight we offer these facilities if FCC so desires for the dissemination of news flashes to rural and remote listeners during day hours."

CALLED to the colors this month was King Whyte, announcer of WLW, Cincinnati, who conducts its midnight *Moon River* program. A native of Montreal, Canada, he was summoned this month by the Canadian consul to report in Ottawa immediately for military duty.

GERMAN PROGRAM Discontinued by NBC Due to Latest Decree

THE decree published in Germany Sept. 2, fixing prison terms and the death penalty for those who listen to and repeat what they hear on foreign shortwave stations, has caused NBC's International Division to suspend indefinitely its *Mail Bag*, its oldest and most popular German shortwave program.

Many German listeners, in the past, have asked to have their letters to WNBI, WRCA and WPIT, the three shortwave stations broadcasting NBC programs to Germany, acknowledged on the air. Lately, the percentage of German fans asking to have their names and addresses mentioned on the air has been higher than that in any other language. The *Mail Bag*, conducted three times each week by John J. Marsching, was part of NBC's weekly seven hours of directional beaming to Germany.

MONITORING EUROPE are these batteries of 24-hour workers. In left photo, taken in NBC newsroom, are (l to r) George Milne, Eastern division engineer; Frank Connelly and John Fricker. In right photo are MBS monitors (to the bottom) Walter Van Schoenfeld, German translator; Polish translator; Floyd Mack, WOR announcer; Tom Wolf, WOR.

Network Shortwave News Provides Rest of World With News From Europe

MOBILIZED on the same war basis as the news and special events staffs, the international divisions of the major networks have also been on the job night and day, sending news of the world to Europe and South America in a half-dozen different languages so that listeners abroad and especially those living in countries whose press and radio have been muzzled by wartime censorship might have the same information as is available to the American public.

During the peak period of the crisis CBS kept both of its shortwave transmitters on the air uninterruptedly throughout the night, with W2XE (now WCBX) beamed continuously at Europe and WCAB (Philadelphia) at South America. Polish was added to the foreign language newscasts, which were already being transmitted in German, French, Italian, Spanish and Portuguese in addition to English, with the total shortwave news broadcasts reaching more than 175 per day.

NBC likewise kept its international stations, WRCA and WNBI, on the air as long as the network remained in operation, sending out an estimated 40,000 words of news daily to foreign lands. Aside from this increase in news, however, NBC maintained its regular schedule of language broadcasts, so as not to disrupt the carefully built up listening habits of its foreign followers. One program, however, was cancelled, the *Mail Bag*, one of the oldest and most popular German shortwave features.

Stating that it has received more than 2,000 letters of appreciation from Latin Americans for sending them news of the war free from censorship and propaganda, NBC says that one telegram of congratulations for its adequate coverage of European news came from J. E. Colon, acting governor of Puerto Rico, where NBC's shortwave programs have been rebroadcast by WNEL since the beginning of the crisis.

CAB Report on War Listening

LISTENING to news during the prewar crisis far surpassed that of the Munich crisis a year ago, according to the Cooperative Analysis of Broadcasting. CAB reports that during the Munich crisis one out of six programs heard was a news broadcast, with 14% of daytime mentions and 19% of nighttime mentions being news. Between Aug. 24 and 29 of this year, CAB investigators found that 19% of all day and 27% of all night programs heard were crisis news programs. News listening during that period reached its peak on Saturday, Aug. 26, when one out of every three programs heard was a news broadcast.

GE Expands European Service

INCREASED operating schedule to Europe for General Electric's international shortwave station WGEO, providing European listeners with three more hours of American programs daily, has been announced by C. H. Lang, manager of broadcasting. Directional antennae will be pointed on London, for the additional service from 3 to 6 p.m. (EDST). GE's service to Europe heretofore has been confined to WGEA, which transmits from 11:15 a.m. to 6 p.m. (EDST). This station will retain the same schedule in addition to the new service from WGEO on 9530 kc. WGEA broadcasts on 15330 kc. to Europe.

Radio and Press Cooperation Speeds Crisis News Coverage

Rivalry Abandoned as Facilities Are Blended to Give World Minute-by-Minute Developments

DURING those tense days of the last week of August and the first week of September, as the world watched breathlessly while negotiations gave way to war, radio and the press worked feverishly together to bring to America a clear picture of each step in the process. All rivalry forgotten, the press associations and the large newspapers permitted their correspondents in the various capitals of the world to speak into microphones that brought their voices — and their news — into America's homes minutes or hours before that news appeared on the nation's front pages.

Press services, piping stories into newsrooms of the great networks as well as newspapers and individual stations, willingly waived their normal rules to let the faster medium, radio, get the news to eager listeners as it broke.

Extended to Others

The Associated Press, because of its organization as a mutual company owned by its member newspapers, is unable to sell its news to non-member radio stations and networks, but early this year, following the breakdown of the Press Radio Bureau, AP installed its ticker at NBC headquarters, making available to the network two five-minute news periods daily as well as all bulletins of extra-important news on a "public service" basis [BROADCASTING, Jan. 15]. That is, AP made no charge for this service, the network paying only for the cost of maintaining the news ticker.

Later this same service was granted to WOR and the Mutual Network and to WQXR, New York. With the increased importance of news that came with the European crisis, AP has extended this "public service" to CBS and to WHN, WNEW and WNYC in New York on the same no-charge basis. The only restriction is that the news be used as a sustaining feature and not sold to a commercial advertiser.

The other large press associations, United Press and International News Service, organized as newsgathering and sales companies, sell their wire services to radio stations and networks as well as to newspapers. Like AP, however, UP and INS waived all restrictions on the broadcasting of their news from Europe, which they continued to serve to papers and stations on an around-the-clock basis, regardless of contractual time restrictions. Radio repaid for these courtesies in kind, by rapid transmission of speeches and newscasts from abroad to the newspapers and press services, an action that made news from Europe available to the press and its readers minutes or hours ahead of the time of its arrival at press headquarters via the usual channels. Radio, too, passed along to the press news picked up at monitoring receivers from the broadcasting stations of Europe.

Both sides were punctilious in giving credit to each other for service rendered. Broadcast bulletins were announced as coming from AP or UP or INS, or from the radio news service, Transradio Press. News stories in the papers were headed "as broadcast by . . .", naming the network or station from which the news was received. An extreme example of such courtesy occurred following the first news of the sinking of the *Athenia*, which came to America during an NBC pickup from London. NBC notified the press services, who shot bulletins to their subscribers, crediting the news to NBC. A few seconds later WOR, Newark, told its listeners that "an AP bulletin states that NBC has just received word that the *Athenia* has been torpedoed and sunk."

But as the crisis turned to war and the situation lost its momentary acuteness, radio and the press resumed their normal relations. Foreign correspondents of all the press associations were ordered to make no more broadcasts unless they received special permission from their New York headquarters. The networks have curtailed their broadcasts from Europe to a few short periods a day, when the news of the various capitals is summarized by their own representatives in those cities. Radio stations generally have returned to their normal broadcasting schedules, with all except the most important news broadcast in regular periods and nearly all the news coming from the wire services subscribed to by the stations.

Interest Is High

Although the crisis stage has passed, America retains its more than normal interest in the news from Europe and many stations have greatly increased the number of daily news periods. L. P. Hall, radio executive of the AP, said that about 15 of its member papers are now paying the 25% surcharge on their regular assessments for the privilege of airing AP news on commercial programs on their stations and that more than 100 members are using the news sustaining, paying a 5% surcharge. Many papers, he said, have put machines in their stations' studios as well as in their newspaper editorial rooms, and a number of evening papers in cities in which there is no AP member in the morning field have purchased night wires as well as day.

EXTRAS EXTRANEOUS

Paper Points to Radio's Quick Coverage

THAT radio's news service definitely has gained its advantage over newspaper extras is attested by the following front page box item appearing in the *Warren* (O.) *Tribune-Chronicle* Sept. 2: "The *Tribune* believes extras are not needed because of radio. The *Tribune* has not issued extras on late news developments in Europe, deeming it unnecessary to do so because press associations such as the Associated Press, through the medium of radio, are keeping the public well informed on events as they take place.

"The *Tribune* is a member of the Associated Press. Because of the rapidity with which events are occurring abroad in the present situation, the *Tribune* feels extras immediately would be superseded by news events broadcast continuously by the AP and other news gathering associations. The regular editions of the *Tribune* daily carry a complete summary of news events for the preceding 24 hours, including all last minute developments as received over AP wires from Europe."

Right of Way

ARTHUR GODFREY, unpredictable announcer of CBS-owned WJSV, Washington, has instituted a new technique in commercials during his early morning *Sun Dial*. It runs: "We now interrupt a war news broadcast to bring you a spot announcement."

EUROPEAN staffs of the U. S. networks are all equipped with gas masks, some of them being provided by the State Department, which is furnishing regulation U. S. Army gas masks to all members of its embassy and consular services abroad.

DISTINGUISHED service was rendered by Raymond Gram Swing, MBS commentator and a former war correspondent, whose analyses were among the most lucid heard on the American radio. He moved into the WOR studios, bag and baggage, and for more than a week did not stir from his 24-hour-a-day vigil.

Shutdown of Amateurs Not Planned at Present

EVEN before their declarations of war on Germany, both England and Canada shut down all amateur shortwave stations as a precautionary measure, but any such action in neutral United States would be a "last measure" act, according to official advices. On Sept. 7 the American Radio Relay League, organization of American amateurs, sent out from its key station at Newington, Conn., advice and instruction on the maintenance of neutrality. The 50,000 American hams were warned by the League to maintain strict neutrality in their radiotelephone and radiotelegraph transmissions, and the League stated that "proper care will be taken to avoid the possibility of any specific restrictions for the amateur service."

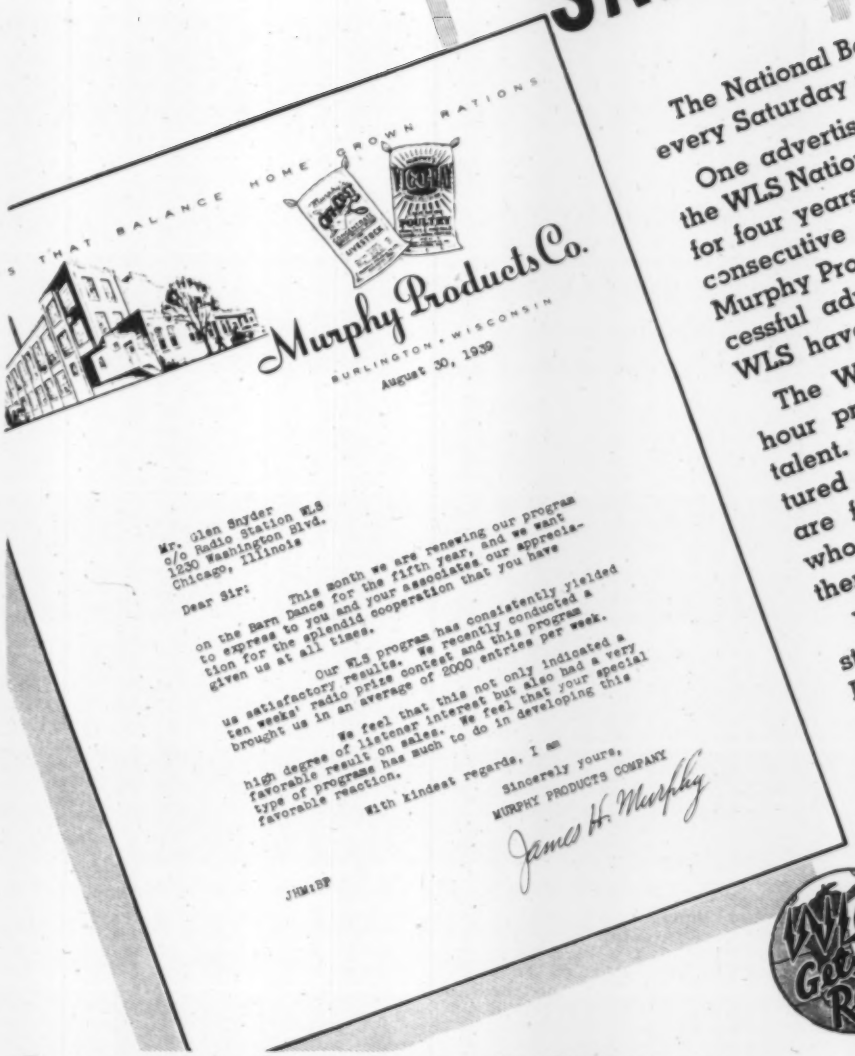
Canada's Department of Transport closed down the Dominion's 3,500 stations Sept. 6 though it was not until Sept. 10 that Canada declared war.

Amateur control under American neutrality, it is stated, presents a difficult problem because only one or a handful of stations might be utilized for espionage or unneutral communications with belligerants. The Government would have difficulty in locating these, and might decide to shut them all down for safety purposes. All American amateurs must be U. S. citizens, and more than 10,000 are members of the Army and Navy reserves.

LITTLE LEAGUES OF NATIONS at work in network studios. In left photo are CBS translators who were on job constantly during early stages of the crisis, listening to European shortwaves and broadcasting back to Europe via CBS shortwave outlets; left to right are Beverley Thurman, French translator; Field Horine, German; Jan Drohojowski, Polish; Elizabeth Ann Tucker, in charge of CBS shortwave operations; Mario Cappelli, Italian. At right are NBC translators and engineers maintaining their vigil.

for five consecutive years

SAME SHOW
SAME STATION
SAME SPONSOR


S THAT BALANCE HOME GROWN RATIONS
Murphy Products Co.
BURLINGTON • WISCONSIN
August 30, 1939
Mr. Glen Snyder
c/o Radio Station WLS
1230 Washington Blvd.
Chicago, Illinois
Dear Sir:
This month we are renewing our program on the Barn Dance for the fifth year, and we want to express to you and your associates our appreciation for the splendid cooperation that you have given us at all times.
Our WLS program has consistently yielded us satisfactory results. We recently conducted a ten weeks' radio prize contest and this program brought us in an average of 2000 entries per week.
We feel that this not only indicated a high degree of listener interest but also had a very favorable result on sales. We feel that your special type of programs has much to do in developing this favorable reaction.
With kindest regards, I am
Sincerely yours,
MURPHY PRODUCTS COMPANY
James H. Murphy
JHM:BP

The National Barn Dance . . . 9 to 9:30 p. m. every Saturday night . . . on WLS, of course.

One advertiser, sponsoring this portion of the WLS National Barn Dance the year 'round for four years, recently renewed for his fifth consecutive year. James Murphy, of the Murphy Products Company, knows from successful advertising experience what we at WLS have long known: WLS Gets Results.

The WLS National Barn Dance is a five-hour program featuring nationally famous talent. These same Barn Dance stars are featured on the daily programs of WLS. They are favorites of the Midwestern audience, who listen to them every day and consider them as personal friends.

You can put these friendly WLS Barn Dance stars to work for you, selling your product. Put WLS on your fall and winter advertising schedule, and you, like Mr. Murphy, will be convinced that WLS Gets Results.

WLS Gets Results

WLS

BURRIDGE D. BUTLER, *President*
GLENN SNYDER, *Manager*
CHICAGO

Represented by JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*

Foreign Language News Restricted

New York Stations Endeavor To Preserve Neutrality

A SURVEY of stations broadcasting foreign-language programs in the New York metropolitan area since the outbreak of war reveals that practically all of them have taken precautionary measures to "preserve neutrality" and to discriminate between verified facts and mere rumors in news reports.

According to Miss Hyla Kiczales, general manager of WOV-WBIL, Italo-American stations in New York, nothing is permitted on these stations which "might possibly be interpreted as subversive to Americanism". News broadcasts are made up direct from INS news releases and the station's own staff supervises all translations into Italian.

WBNX has sent out notice that all news items will be delivered in the English language until further notice by a member of the station staff, using INS bulletins.

Other Restrictions

WWRL, Woodside, Long Island, broadcasts five Polish and ten German programs weekly, all of which are of a musical nature and contain no political comment. The station maintains its own translators and interpreters to supervise programs before they are broadcast, and no news programs are broadcast in foreign languages. The station also stated that Americanization messages presented through the courtesy of the DAR are included on every foreign-language program.

WHOM, Jersey City, since the start of the war, has made a ruling that on no program can the name of Adolf Hitler be mentioned. He is to be referred to as the German Chancellor. The station broadcasts two daily "man-on-the-street" programs, on which the announcers have been told no mention of the war situation is allowed, and if the person being interviewed should make a reference to the war, the announcer is ordered to interrupt him immediately. Fred Coll, spokesman for the station, also stated that while all foreign-language news programs other than German are continuing in those languages, all news on German hours is now given in English. WHOM broadcasts one afternoon German program, but its *Morning German Hour*, which has been on the station five years, has been canceled, and a *Polish Hour* substituted.

WEVD, New York, has had a ruling in the past that no propaganda is permissible on a commercially sponsored foreign program, and has consequently made no changes in view of the war. The station has no German programs, and its Polish programs consist of music and commercial announcements. This is also true of WLTH, which permits no comment on any of its foreign programs.

WCNW reported that it has always ruled that news programs in foreign languages be notarized before broadcast, and that it now allows no foreign commentaries on the war. WBBC is broadcasting no foreign news programs whatsoever, and is continuing its *German Musical Hour*. Stations reporting no effect from the situation because their foreign programs were in languages other than German or Polish were WINS, WARD and WVFW.

TIME OUT for personal needs. In upper photo, NBC workers snatch lunch (l to r) Ben Pratt, press; Paul Keyo, special events; Graham McNamee, announcer; Art Feldman, special events; Ed Heaker, special events; Bill Spargrove, announcer; George Putnam, announcer; Milton Burgh, special events, and (right background) J. Harrison Hartley, assistant director of special events. Lower photo (left) shows Graham McNamee and Bill Spargrove catching a nap in NBC conference room. Right photo shows John Fitzgerald, CBS assistant director of special events, taking time out for a refreshing shave and haircut in his office.

Rigid Censorship of Communications In Europe Impedes Radio Reporters

A PICTURE of the rigid censorship foreign governments have placed on communications of all kinds was given by Frank E. Mason, NBC vice-president in charge of the network's department of information, on his return from Europe aboard the *Ile de France*, which docked at New York Sept. 9. Stating that censorship today is much worse than in 1914-1918, Mr. Mason said American newspaper and radio correspondents are "handling the toughest assignment in the history of journalism."

Mr. Mason, who was accompanied by Mrs. Mason, left New York Aug. 2 on the *Clipper* plane and visited Rome, Basle, Berlin, London and Paris during his month abroad, sailing from Havre on Sept. 1. Before he departed from Berlin on Aug. 27 on the last English plane to leave that city, the German Government had closed the telegraph and telephone lines out of the country, he said.

Contacts Difficult

In Paris Mr. Mason said the same situation prevailed. If a Paris resident received a telegram, he stated, he did not get the message but merely notification that there was one for him. Only after a visit to a police station, where credentials and identification were examined and where the person had to fill out a form and have it notarized and then approved by police officials, could he go to the telegraph office, where, upon turning over this notarized form he received his telegram.

This situation—and Mr. Mason was in Paris and Berlin before war had been declared—made it extremely difficult for NBC representatives in those cities to maintain contact with New York. "It is a miracle," he said, "that so many broadcasts came through to America from Europe with so little mishap, considering the terrible handicaps under which our men abroad were laboring."

A. A. Schechter, NBC director of news and special events, says that communication with Paris has become so difficult that Paul Archinard, NBC representative there, goes to the studio at four set times each day to listen for a shortwave signal and if he hears the cue "We take you now to Paris" he begins talking.

Nothing From Ships

With the exception of the strict censorship of news broadcasts, Mr. Mason said that so far as he could tell the domestic radio systems in both Germany and France were functioning as usual, although he does not know, of course, what changes may have occurred since the outbreak of the war. On the ship returning to America, radio messages and broadcasts from both European and American stations were received constantly by the ship's radio operator, he said, but no messages were sent out for fear of announcing the boat's position to enemy cruisers or submarines. Some of the news, such as England's and France's declarations of war on Germany, was announced to the passengers, but other items, such as that of the sinking of the *Athenia*, were withheld so as not to create undue alarm.

While it is evident to any listener to broadcasts from Europe that censorship is at work, for obvious reasons the American radio men abroad have not mentioned it on the air nor in their reports to their American headquarters. The nearest to mentioning censorship in a broadcast was H. R. Baukhage, who, when speaking from Berlin, remarked that "everyone here has been very helpful. In fact, as I sit here, an official of the German Government is in the studio with me."

A general summation of the censorship situation, especially as it affects what we read and hear in this country, was the first item in the Associated Press evening news summary as broadcast by NBC on Sept. 7: "Censorship of news is effective in nearly all European countries. It is especially thorough in Great Britain, France and Germany. So far the chief hindrance imposed by censorship has been disruption of normal communications, but it is obvious that censors seek to prevent the sending of unfavorable news from their respective countries. Some news dispatches are transmitted in 10 or 15 minutes; others are delayed for hours and some doubtless are suppressed by the censorship."

French Radio Situation

All French broadcasting has been put under military authority for the duration of the war, according to *Paris-Midi*, which on Aug. 30 reported that Radio Cité, Radio 37 and Ile de France, three low-power Paris privately owned commercial stations, had ceased broadcasting the day before and that three of the State-owned stations had also gone off the air. Poste Parisien and Radio Toulouse, commercial stations each operating with 60 kw. power, remained on the air under the Government decree, the paper said, and, together with all French broadcasting facilities, will be used for Government service for the duration of the war.

On Aug. 29, the story continued, all news broadcasts were discontinued, being replaced by a single Government news period which is carried on all stations in the country. M. Lohner, director of radio information for the Government, is in charge of this news broadcast, which is edited at the War Ministry by a board comprising a number of news editors of the various stations. Programs of entertainment will undergo a complete revision, with their schedules revamped under the direction of Jean Giradaux, French propaganda chief, so as best to build and maintain the proper patriotic morale and support for the fighting forces. Broadcasts may also be used to direct troop movements.

Plan 450 Kw. Outlet

A new station, Radio Allouie, located in Cher in central France, will soon begin operating with 450,000 watts, according to *Paris-Midi*, which states that this station will be used by the Government for propaganda purposes, probably in various foreign languages, as its signal should cover most of Europe. While the paper does not mention commercial programs specifically, it is considered likely that most if not all advertising will be banned from the air, temporarily at least.

The newspaper was received at NBC's international division, where Fernand Auberjonois, French announcer, told BROADCASTING that since the time of the Munich crisis every station in France has had a Government observer attached to its staff to censor news.

"The Green Hornet"

Half Hour Mystery Drama • Twice Weekly

Produced By The Same
Masters Of Showmanship
Who Built and Marketed
"THE LONE RANGER"

Transcriptions Now Ready For
All Markets Subject To Prior
Sale - - Write Or Wire For
"THE GREEN HORNET" Case
History and Survey Information

KING-TRENDLE
Broadcasting Corporation
WXYZ
DETROIT

Radio Still Free, Ogilvie Declares

BBC Head Says Only Military Information Is Withheld

REPORTING that the war had forced him to forego his projected October visit to the United States to study broadcasting and television methods here, Frederick W. Ogilvie, director general of the British Broadcasting Corp., spoke Sept. 4 at the invitation of the American networks over a combined Transatlantic hookup from London to assure American listeners that "there is no restriction on listening in Britain" and that American radio reporters in England enjoy the same freedom of expression as in peacetime. He pointed out however, that "there has to be and there is a bar against the disclosure of military information which might be of value to the enemy."

"No one makes any suggestions to your speakers as to what they ought to say," he added, referring to the NBC, CBS and MBS reporters and commentators who are making the BBC studios in London their headquarters during the crisis.

No Bars to Listening

Mr. Ogilvie, former college president in Dublin who last winter succeeded Sir John Reith as head of the BBC when Sir John became head of Imperial Airways, declared that British radio plans to carry on programs of entertainment as usual, and said that British shortwave broadcasts are going out for 22 hours of the 24 during the war. Among the most important of these broadcasts are the German-language newscasts and talks aimed at the people of the Reich. Mr. Ogilvie's reference to "no restriction on listening" was taken to refer to the Nazi decree forbidding listening to foreign broadcasts, promulgated as the war started, and followed by an order under which the Gestapo is said to be confiscating radios capable of tuning in other countries. The penalty is imprisonment for listening and death for repeating what is heard.

The BBC, it is understood, has completed underground studios capable of withstanding enemy bombardment. In the event any of the British stations are put out of commission, it is planned to broadcast via ultra-shortwaves, and work is being rushed on a system of "wired wireless" whereby these waves can be picked up and relayed by telephone or power lines into the homes of London and other cities.

KGKO, Fort Worth, distributed nearly 2,000 European war-area maps at 24 cents apiece during the first week of a new program, *Today's Battles*, aired daily. New quarter-hour necessitated adding two military analysts to the KGKO staff. More than 100 column inches of paid advertising space was used in local dailies publicizing the new feature.

JOHN GUNTHER and Hugh Gibson, who have been covering various phases of the European war for NBC, will return to the United States shortly. Gunther sailed from England Sept. 14 and Gibson will sail in a few weeks. Upon his return Gunther is to sum up his recent experiences in a series of broadcast commentaries from this side of the Atlantic.

World Peaceways Plan

WORLD PEACEWAYS, New York, in view of the European war, is planning an intensive radio campaign on more than 250 stations throughout the country "to keep the United States out of war." The organization is now arranging scripts to send out to the stations, most of which now carry the weekly quarter-hour program *Our World Observer*, news analysis by World Peaceways. According to Estelle Sternberger of World Peaceways, the campaign will "focus the attention of our citizens on issues of foreign policy especially those reflected in the actions of the President and those contemplated in bills before Congress—and shall adhere firmly to our demand for a neutrality law even more stringent than the present one." Further details of the radio campaign will be announced shortly.

WRBL, Columbus, Ga., claimed a record of continuous broadcasting during the war crisis. It remained on the air from 7 a.m. Aug. 25 until 1 a.m. Sept. 5 for 258 consecutive hours with CBS service plus fulltime INS reports.

OFF FOR THE WARS or the tall and short of it might be the caption of this picture, showing the 6-foot-plus Paul Sullivan (left), WHAS-CBS news commentator scheduled to start network newscasting for Brown & Williamson Sept. 24, as he stopped over in Cincinnati between planes en route to New York where he and Mrs. Sullivan took off on the *American Clipper* for London and the war zone. He was interviewed over WCKY by L. B. Wilson, one of radio's shortest men.

Paul Sullivan Is Heard In Series From London

CBS listeners were introduced the night of Sept. 6 to Paul Sullivan, news commentator for WHAS, Louisville, speaking from London shortly after arriving on the *American Clipper* to assist Columbia's Edward R. Murrow in broadcasting news from the English capital.

Mr. Sullivan left New York Sept. 3 with his wife aboard the plane one hour after Great Britain declared herself in a "state of war". It was the original plan of his sponsor, Brown & Williamson Tobacco Corp., along with CBS and WHAS, for him to radiocast his views on the international situation from London, Berlin and Paris as an introductory feature to his CBS network newscasts which are to begin for Brown & Williamson Sept. 24 from WHAS. He is due back in the United States a few days before his network broadcasts begin.

Thirty-four CBS stations will carry his first scheduled newscasts. He will broadcast three times a night, six nights a week. His first program will be at 11 p.m. (EST) with rebroadcasts at 11:30 p.m. and 1 a.m.

Sidelights on Radio's Coverage of Europe's War . . .

ENTRY of German troops into Poland on Sept. 1 gave added importance and interest to the maps included in the issue of *Life* Magazine out that day, so its publisher, Time Inc., New York, decided to publicize the maps by spot announcements, to be aired that evening and the following day. Ned Midgley, chief time buyer for BBDO, agency for the account, and his staff spent the day frantically contacting station representatives who as feverishly cleared time on stations throughout the country, with the result that from two to six announcements for the magazine were broadcast on some 50 stations within the prescribed time limits. An early resumption of the *March of Time* news drama, possibly on a twice a week basis, for the duration of the war, is under discussion, but no decision has as yet materialized.

MBS soon after the outbreak of war cut off its pickups of Government-owned shortwave stations in the combatant capitals, which it had been transcribing and rebroadcasting seriatim in late evening periods. The broadcasts were surcharged with propaganda, sometimes verging on the gory, and it was deemed advisable to let the shortwave listeners do their tuning-in direct. Moreover, French and Polish shortwave reception was getting rather poor, especially by comparison with British and German. When Mutual broadcast a report of the capture of the *Bremen*, its error was due to one of these shortwave reports from Paris; MBS immediately corrected the error and reproduced the portion of the transcription from which the report was derived.

PRACTICALLY all stations, whether network affiliated or not, remained on 24-hour schedules during the early stages of the crisis and immediately after outbreak of the war. Day and night shifts were hastily arranged, but many station staffs took residence in the studios. Just about all of the nearly 260 newspaper owned or controlled stations tied up immediately with the newspapers, and in some cities—notably Philadelphia—the newspapers took spot announcements, paid and exchange, to call attention to their coverage of the conflict. In Philadelphia four of the five newspapers were buyers of spot announcements. In Boston, WBZ-WBZA inaugurated a schedule of five daily news broadcasts by the *Boston Transcript*.

HITLER'S war decree forbidding Germans from listening to foreign programs must be making life quite a quandary for the 1,492,000 families in Germany who purchased shortwave receivers last year, nearly twice the number who bought the much less expensive "People's Sets" able to pull in only local stations, during the same period.

FIRST symptom of the nationalistic fervor so prevalent during the last war comes with the announcement that the *Ford Sunday Evening Hour* during the coming season will feature only American artists, singing, as far as possible, only American songs.

TO GIVE him something to really worry about, Max Jordan, NBC representative in Berlin, developed a sinus condition that necessitated an operation the last week in August. True to tradition, Jordan was back at work within two hours of the operation.

DURING the peak of the pre-war crisis, NBC rerouted its studio tours to include the newsroom, so that the gaping visitors to Radio City could see for themselves the systematic frenzy with which radio covers the news in times of stress.

PROMOTING their coverage of the European crisis, WORC, Worcester, furnished war bulletins to local theaters to be announced between pictures. These were piped by direct wire, and in the lobby bulletins from Transradio and CBS were posted. KLZ, Denver, placed a 60-foot trailer in four local theaters to illustrate troop movements and war scenes, climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing KLZ-CBS-INS coverage.

JOHN J. GILLIN Jr., general manager of WOW, Omaha, ordered a 100-word preface to all war news broadcasts, pointing out WOW's policy of strict neutrality and warning listeners to "consider the source" in determining the importance of news bulletins.

KDYL, Salt Lake City, keyed to combined NBC networks the Sept. 1 speech of Senator Key Pittman, chairman of the Senate Foreign Relations Committee, one of the first statements to be made by high Government officials on the outbreak of the war.

WITHIN an hour after war in Europe became a certainty, KDKA has erected a news bulletin board in the lobby of the Grant Bldg., Pittsburgh, where its studios are located. UP bulletins made it possible for visitors to the building to catch the latest news on the run as the bulletins were changed every 30 minutes. The service is being maintained as long as they hold interest for the pedestrians.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, ordered what he called a "de-emphasis" of the station's news bureau activities on Sept. 9 because of the censorship. WFIL added four five-minute news periods daily, cut bulletins to a minimum, kept to schedule so far as possible. Four of Philadelphia's five newspapers bought spots on WFIL.

KLZ, Denver, went on the air early in September to tell its audience "we'd like to pay homage to CBS." Its listeners' compliments for its war coverage were passed on to CBS on Sept. 6 after it had stayed on the network for seven days on 24-hour schedule.

WLW, Cincinnati, reported the cancellation of $25,000 in commercials the first few days of the conflict.

EDNEY RIDGE, manager of WBIG, Greensboro, N. C., sends us the front-page of the *Greensboro Record* with a long article devoted to Ed Murrow, CBS London correspondent, a native of nearby Guilford where his family still occupies the home in which he was born in 1905. The newspaper reported that townsfolk and, of course, the Murrow family never miss a broadcast of the "local boy who made good."

ELABORATE colored maps, on which WLW listeners can more easily follow the happenings as they occur in the European theaters of war and are announced by the station's news commentators, are being distributed by WLW. Historians were consulted and the map drawn with the idea that it would be usuable throughout the conflict, according to James D. Shouse, vice president of The Crosley Corporation, in charge of broadcasting. First announcement of the maps was put on the air Sept. 7. By Sept. 11, orders for nearly 8,000 had been received.

WGAN, Portland, Me., also is offering European maps, and reports the idea clicked, with a continuing stream of requests.

"News matter which is obviously sensational, though thoroughly accredited to a responsible source, should be carefully checked and confirmed as far as possible before broadcasting."

NAB Reports, Sept. 8, 1939

United Press, through its corps of American trained correspondents, checks today's European news at its source.

Bulwarking United Press newscasts is the largest and most experienced staff of American reporters ever assembled in Europe. Every man knows the importance of double-checking and plainly crediting his news sources.

"By United Press" is radio's guarantee of authentic war coverage.

AGAIN

first in listening popularity

UNIQUE HOOPER-HOLMES
OUTDOOR SURVEY FINDS WOR SWAMPING COMPETITORS
ON FOUR SUCCESSIVE DAYS

What Hooper-Holmes did

During the afternoons of August 12th and 13th and August 26th and 27th between 1:00 and 5:00 p.m., Hooper-Holmes investigators tramped the sands of Jones Beach, Long Beach, Riis Park and Asbury Park. Utterly unaware of the station for which the survey was being made, they were instructed to keep their eyes peeled for portable radio listeners. Each listener, or listening group, encountered was asked—"Is your portable in operation?" and "If so, what station are you listening to?" They asked other questions, too. But, at the moment, we'll consider just the answers to these two.

What Hooper-Holmes found—

The Hooper-Holmes investigators found 630 portable radios. They found 474 of these radios in operation. They found an average of 6 people listening to every portable radio. Totalling all answers to the question—"What station are you listening to?" ranks WOR and its three competing 50,000 watt New York stations as follows:

WOR	**42%**
Station A	12.9%
Station B	8.2%
Station C	7.2%
All Others	29.7%

again and again and again **WOR RANKS FIRST!**

In the latter part of 1938 it was found that WOR ranked first in listening popularity among automobile radio owners. In the recent four New York station study conducted by Hooper-Holmes WOR ranked first in total families listening. On one day, 46% more families were found listening to WOR than to any other station. Now again WOR ranks first in this unique Hooper-Holmes outdoor study of the listening preferences of a people in a market group who buy more than any people anywhere.

Is it any wonder then . . .

*That more than 70% of WOR's sponsors are among America's greatest national advertisers?

*That WOR has a library of more than 60 success stories—the greatest collection of success stories ever gathered by one station?

*That year in and year out WOR has consistently ranked first in total spot placements?

FREE—to advertisers and agency timebuyers . . .
What other questions does this new WOR survey answer?

Ask WOR today for a complete copy of the results. See 1. How all four major stations ranked on each of the four successive days. 2. Glance down the list of the more than 56 types of portable radios found and see how many of each were found. 3. Discover the types of programs to which these listeners were dialled. 4. Notice how baseball broadcasts stack up against competing air entertainment.

A note, call or wire directed to WOR, 1440 Broadway, in New York, will bring your copy by return mail.

WOR

129 Are Signed In World Series List, Says MBS

NBC and CBS Affiliates Are Included in Baseball Group

MBS has announced that 129 stations of the planned total of 150 have signed to carry the 1939 World Series, exclusive broadcasting rights for which were recently awarded to MBS and the Gillette Safety Razor Co., Boston, by Judge Kenesaw M. Landis, baseball commissioner [BROADCASTING, Sept. 1]. Of the 129 stations, 68 are exclusively Mutual, 11 are CBS affiliates, 44 are NBC, and six are without network affiliation, according to MBS. Stations are as follows:

MBS affiliates: WOR WGN CKLW KHJ KDB KGB KXO KVOE KFXM KPMC KDON KVEC KTKC KYOS KFRC KQW KIEM KHSL KVCV KOOS KRNR KORE KSLM KALE KMO KOL KELA KGY KRKO KXRO KVOS KPQ KIT KWLK WOL WBAX WHB KFEL KFKA WHKC KFOR WDGY WHBF WTHT WATR WSPR WAAB WLNH WNLC WLLH WSAR WNBH WHAI WCOU WBRK WSYB WGRC WLAP WSIX WAIR WRAL WSOC WCMI KADA KCRC KOME KBIX KGFF.

NBC affiliates: WHK KGA WSYR WALA KWK KMA WIRE KSO WABY KOIL WFIL WICC WFEA WLBZ WRDO WEAN WMPS WKBO KOB WJAX WSPD WIS WJDX WCSC KTOK WIOD WFLA WSUN KANS KIDO KGBX KOAM KGHL WSMB KTBS KTHS KUTA KLO KGIR WEBC KTAR KVOA WAPO.

CBS affiliates: WMT WKBW-WGR WRVA WNBF WCHS WMAZ WIBX WNAX KGMB KHBC.

No network affiliation: WSAY KQV WHJB KABR WBLK KMMJ.

Controversy Noted

Although the above list received full verification from MBS, neither NBC nor CBS would confirm that their affiliates had signed for the World Series. NBC told BROADCASTING it had "given no station permission to cancel any commercials or to broadcast them as delayed broadcasts, and had notified stations that clients expected programs to be broadcast as usual." CBS stated that "no affiliates have notified CBS headquarters in New York that they have contracted to broadcast the World Series."

Further evidence that there is some controversy between the networks and their affiliates appears in a letter received by BROADCASTING from WIS, Columbia, S. C., in which the station states that it "has accepted the World Series from Mutual and has advised NBC in view of the outstanding public interest in the games that it is necessary to cancel the Procter & Gamble programs between 3 and 4 p. m., New York time. We offered to make off the line recordings and delayed broadcasts of the P & G shows, absorbing the recording cost." The letter further states, "NBC is withholding permission for delayed broadcasts, but otherwise apparently appreciates our reasoning in accepting the Series."

On Sept. 8, J. P. Spang Jr., president of Gillette, broadcast a special program on MBS to announce that Bob Elson and Red Barber had been selected to give the play-by-play descriptions of the World Series, first game of which is expected to be played Oct. 4 in the park of the American League winner. Red Barber, who from 1934-38 covered the games of the Cincinnati Reds, is currently reporting the Brooklyn Dodgers games on WOR, Newark. This will be his fifth World Series assignment. Bob Elson, sports announcer of WGN, Chicago, is currently broadcasting Chicago Cubs and White Sox games on that station. He has covered every World Series broadcast since 1929.

Will Report Series

Red Barber

Bob Elson

Pineapple Shift

HAWAIIAN PINEAPPLE Co., San Francisco, has appointed N. W. Ayer & Son, Philadelphia, to handle all its radio advertising, effective Oct. 11, the agency having served as merchandising counsel and handled all other advertising for the company since 1933. Also on Oct. 11, the company will replace Phil Baker's *Honolulu Bound* with *Al Pearce & His Gang* on its CBS Wednesday evening period, 8-8:30 p.m.

New Financial Questionnaire of FCC For 1939 to Be Somewhat Simplified

SOMEWHAT reduced in size, but tapping innermost phases of station fiscal operations, as well as parent company, partnership, and other ownership holdings, the revised FCC questionnaire on station financial operations for 1939 will be sent to all licensees about Oct. 1.

Substantial agreement as to the form of the report, described officially as forms 705 and 706, was procured following conferences of FCC accountants with representatives of the NAB Accounting Committee. The final meeting was held in latter August, at which time suggestions advanced by the NAB committee were taken into account and there remained only the authorization from the FCC to be procured prior to the mailing of the questionnaire forms.

The 18-page form compares to one of 27 pages sent out by the FCC last year to cover 1938 fiscal operations of stations. It will cover the calendar year 1939 and must be filed with the FCC by March 1. The form also deals with station employment data but does not relate to program analyses. The program form has occasioned considerable discussion between Government and broadcast representatives with no agreement yet procured as to definitions of particular types of programs. More than likely, however, the program questionnaire, when evolved, will be based on a typical week during the year.

Numerous Changes

The financial forms is the third annual undertaking of this character by the FCC. Previous efforts evoked strong criticism within the industry particularly from smaller stations. It is claimed, however, that the new form, which takes into account most of these reactions, will not work any undue hardship on any class of station. Nevertheless, if past experience means anything, there will still be repercussions from certain station groups.

The comprehensive financial questionnaire is considered by the FCC as part of the data which it can require in connection with applications for license renewals. At the conferences with the NAB representatives, who included M. L. Kidd, WSYR, Syracuse, Edwin M. Spence, NAB secretary-treasurer, and Andrew W. Bennett, NAB counsel, numerous changes to simplify language were made, along with reductions in the size of the overall schedule. FCC representatives at these informal conferences have included William J. Norfleet, chief accountant, and DeQuincy V. Sutton, head accountant.

The new form calls for a condensed general balance sheet of two pages, whereas that of last year required five separate sheets.

Despite the reduction, however, infinite detail is required, and the categories are substantially the same as last year. Schedule 2 covers unappropriated earned surplus for corporate licensees and schedule 3 undistributed profits for an unincorporated respondent.

Condensation of the schedules dealing with tangible and intangible property owned by licensees and devoted exclusively to broadcast service, as well as property of that nature leased to others, is provided in schedules 4, 5 and 6 of the new form. Stations which are not in a position to break down each item in these forms, are permitted to supply sub-totals.

Full Income Statements

Income statements required by schedule 7 specify licensees must provide non-broadcast income in cases of corporations. Corporations in other lines of business must specify their income from the non-broadcast operations, as well as broadcast operations. This schedule also requires a breakdown of revenue received from network, national and regional advertisers and local advertisers, along with commissions, other expenses and talent revenues.

A separate schedule (8) covers time devoted to major network programs and this is followed by a schedule covering time devoted to "other stations". These are broken down between commercial and sustaining programs.

Broadcast expenses, both direct and indirect, are called for in schedule 10 which covers some 30 items, as against 48 items in last year's schedule. This schedule goes into such matters as salary and compensation for proprietors, partners and officers of licensee corporations. Schedule 11 covers total compensation of proprietors, partners, broadcast staff employes, officers, musicians and other talent, month by month.

The final schedule covers employes and their compensation for a typical week. From this schedule the FCC will procure total employment for the industry during the year, together with average pay for various classifications of employes, both full time and part-time.

In connection with the forthcoming program questionnaire, the FCC officials have conferred intermittently with Walter J. Damm, WTMJ, Milwaukee; Dr. Frank Stanton, CBS manager of market research; Hugh M. Beville, NBC's chief statistician, and NAB Secretary-Treasurer Spence. This group is not constituted as an official committee but has acted for the NAB.

The FCC has not yet considered its analysis of the 1938 questionnaire, due to lack of funds during the latter part of the last fiscal year and because of the pressure of other activities a dozen new tables, yet to be released, are expected to cover intricate breakdowns of station revenues based on size of communities, classes of stations within network affiliate lines and average revenues, spot and local sales analyses, and related data.

WMFJ, YOUNGSTOWN, IN SEPT. 7 DEBUT

STARTING with an hourly schedule of AP newscasts running three minutes each, as well as longer roundups in the morning and evening, the new WFMJ, Youngstown, O., 100 watts daytime on 1420 kc., was inaugurated Sept. 7 and has completed its staff. President and general manager of the station is William F. Maag Jr., publisher of the *Youngstown Vindicator*, where newscasts are originated.

The station is RCA equipped throughout, with a 150-foot Truscon tower and Johns-Manville acoustical treatment.

Commercial manager of the station is Leonard Nasman, formerly rotogravure salesman for the *Vindicator*. Program director is John Holt Baxter, formerly assistant promotion manager of NBC Artists Bureau and at one time advertising-manager for Max Factor cosmetics in Hollywood. Chief engineer is Frank Dieringer, recently with WKRC, Cincinnati.

The staff includes Ralph Bruce, formerly with WHBC, Canton, salesman; Garde Chambers, formerly vocalist with WHK and WGAR, Cleveland, and WHN and WBNX, New York, announcer; John Roberts and Gracilou Kiene, script writers; James Stambaugh, chief announcer; Robert Carter, announcer; James Ranney and Seymour Raymond, engineers; Kay Lytle and Edythe Sauer, dramatics; Mrs. Ann M. Conroy, office manager; Mrs. Florence Brown and Thelma Murphy, organists.

Boake Carter's Sponsors

WCAU, Philadelphia, and 18 other stations have subscribed to the thrice-weekly transcribed broadcasts being syndicated by Boake Carter, with an imposing list of sponsors already signed. On WCAU, where he headquarters and where he started out as a commentator, Carter's discs will be sponsored by the Yellow Cab Co. Other stations signing for the series are KOCY KRGV KRIC KRIS KSO KWTO WCOU WDAY WDRC WGRC WIOD WJBK WJTN WKZO WMCA WOC WRTD WSAI. Among sponsors thus far signed are Sanders Motor Co., Des Moines; Bank of Jamestown, Jamestown, N. Y.; First National Bank & Trust Co., Kalamazoo; Liebmann Brewery, New York; Martin Chevrolet Sales Corp., Richmond; Prichard Oil Co., Oklahoma City.

ATTENTION **SPOT TIME BUYERS**

The only national network commentator offered for LOCAL sponsorship

All ears will turn to the Special Session of Congress—this, plus the European crisis makes LOCAL sponsorship of Fulton Lewis, jr., the year's best buy—a ready-made audience eager for comments from Washington, the news front of national affairs—available in individual markets on all Mutual Network stations. Write or wire Wm. B. Dolph, Station WOL, Washington, D. C.

** In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.*

Boosts in Power For 106 Stations

New FCC Actions Authorize 250 Watt Full Time Grants

A TOTAL of 106 local stations now hold authorizations to use 250 watts power both day and night, in lieu of the former 100 watt peak, by virtue of action of the FCC Sept. 6 and 12. A group of 70 stations in all sections was granted unlimited time operation with 250 watts, while two others were given construction permits to change equipment and increase their night power to the 250 watt maximum allowed under the new rules. Previously the FCC had granted 13 stations similar authorization [BROADCASTING, Aug. 15]. On Sept. 12 the FCC authorized 21 additional grants.

First Batch of Grants

Stations given the power increases Sept. 6 were:

WCHV, Charlottesville, Va.; WRAL, Raleigh, N. C.; WRGA, Rome, Ga.; WSLI, Jackson, Miss.; KRMD, Shreveport, La.; KMLB, Monroe, La.; WJBC, Bloomington, Ill.; KLUF, Galveston, Tex.; WEOA, Evansville, Ind.; KPQ, Wenatchee, Wash.; WDNC, Durham, N. C.; WGNC, Gastonia, N. C.; WSIX, Nashville; WSTP, Salisbury, N. C.; KCMC, Texarkana, Tex.; WHLB, Virginia, Minn.; WMFG, Hibbing, Minn.; WSAU, Wausau, Wis.; WTRC, Elkhart, Ind.; KSRO, Santa Rosa, Cal.; WIL, St. Louis; WTMA, Charleston, S. C.; WKBZ, Muskegon, Mich.; WEED, Rock Mount, N. C.; WAML, Laurel, Miss.; KBND, Bend, Ore.; KVEC, San Luis Obispo, Cal.; KPLC, Lake Charles, La.; WMBH, Joplin, Mo.; WCAX, Burlington, Vt.; WCBM, Baltimore, Md.; KOCY, Oklahoma City, Okla.; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.; WNOE, New Orleans; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; WIBU, Poynette, Wis.; KXRO, Aberdeen, Wash.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.; WABY, Albany, N. Y.; WNBF, Binghamton, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGH, Newport News, Va.; WATL, Atlanta; WMBS, Uniontown, Pa.; WSNJ, Bridgeton, N. J.; WPAX, Thomasville, Ga.; KOBH, Rapid City, S. D.; WHFC, Cicero, Ill.; KFAM, St. Cloud, Minn.; KGHI, Little Rock, Ark.; KGKL, San Angelo, Tex.; KVOX, Moorhead, Minn.; WTMV, E. St. Louis, Ill.; KRBC, Abilene, Tex.; WMIN, St. Paul; KRE, Berkeley, Cal.; WIBX, Utica, N. Y.; WBRE, Wilkes-Barre, Pa.; WDAS, Philadelphia, Pa.; WMBO, Auburn, N. Y.; WCPO, Cincinnati; WRBL, Columbus, Ga.; WJNO, West Palm Beach, Fla.; WRDW, Augusta, Ga.; KWOS, Jefferson City, Mo.; KCKN, Kansas City.

Grants of Sept. 12

The Sept. 12 grants were:

WABI, Bangor, Me.; WJTN, Jamestown, N. Y.; WMAS, Springfield, Mass.; WGAL, Lancaster, Pa.; WMPC, Lapeer, Mich.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh; WRAK, Williamsport, Pa.; WCMI, Ashland, Ky.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WFTC, Kinston, N. C.; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Tex.; WOPI, Bristol, Tenn.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; WGL, Fort Wayne, Ind.; KAST, Astoria, Ore.

WJMS, Ironwood, Mich., and WSYB, Rutland, Vt., were granted new construction permits for equipment changes along with the night power boosts.

Rule on Logging Phonograph Records Is Lightened as FCC Heeds Protests

REVISION of the rule requiring listing of individual phonograph records performed over stations by title on station logs, which drew protest from the industry, was ordered Sept. 12 by the FCC. Action was upon recommendation of the FCC Law Department, following correspondence with Andrew W. Bennett, NAB counsel, who held that the regulation would work undue hardship on smaller stations. [BROADCASTING, Aug. 15]

The rule Section 3.90(a)(2) was amended by deleting the words "together with the name or title of each", and adding the words "of the complete program". In revised form, it now reads:

. . . (2) An entry briefly describing each program broadcast, such as 'music', 'drama', 'speech', etc., together with the name or title thereof, and the sponsor's name with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as 'record', 'transcription', etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

The FCC stated that a further study would be made of the rules governing log entries "to insure that they impose no unnecessary burden on any particular group of stations."

Note: Subscribers may correct their copies of the rules and regulations, promulgated by the FCC to become effective Aug. 1, 1939, as published by BROADCASTING in a separate volume, by referring to page 35, column 1 of that volume.

Foley Plans Spot

FOLEY & CO., Chicago (Foley Honey and Tar), is readying a fall and winter spot campaign to begin on a large list of midwest stations between Oct. 15 and 30. According to Wendell Walker, account executive of Lauesen & Salomon, Chicago, the appropriation is approximately 50% above the spot campaign used last year. Included on the schedule is WLS, Chicago, with six 15-minute programs daily except Sunday, and WCLE and WGAR, Cleveland, WHKC, Columbus, WSAI, Cincinnati, WJR and CKLW, Detroit, WHIO, Dayton, WCAE, Pittsburgh and KITE, Kansas City, with one minute announcements 5 to 11 times weekly for a 26-week period.

Omar Picks

OMAR Inc., Omaha, is using 12 stations in the Midwest and West on behalf of Omar Flour and Omar Bakeries. Featuring its flour products are WLS WOW WMT WHO KMMJ KVRS WNAX KOA and KDFN. Its bakeries are promoted over WBNS WTMJ and WFBM. Fifteen-minute transcribed programs are used on all stations excepting WLS, which produces a live talent program. Varying from three to six days weekly, the contracts are for 39 and 52-week periods. Lyle T. Johnston Co., Chicago, is the agency.

Scott Towels Campaign

SCOTT PAPER Co., Chester, Pa., on Sept. 18 will start its fall campaign for Scott Towels using participations thrice weekly on women's programs on stations throughout the country. Campaign is similar to that used last year on 38 stations, although exact number of stations for the year was not divulged by J. Walter Thompson, New York, the agency handling the account.

Oyster Shell Renews

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., is renewing contracts with the 38 stations carrying its spot announcements. Spots vary from one to three times weekly and on some stations are daily. Brown & Thomas, New York, handles the account.

Formal Dedication Of New York Net

Prominent Officials Take Part In Inaugural Program

NEW YORK Broadcasting System, new regional network of nine stations, was formally inaugurated Sept. 12 in a two-hour dedication program featuring E. M. Stoer, president of the new network and president of Hearst Radio; Gov. Herbert H. Lehman, speaking from Albany on "Honesty in Advertising"; Acting Mayor Newbold Morris, of New York, and Dr. John S. Young, director of radio and television of the New York World's Fair.

Part of the broadcast originated from the studios of WINS, New York, key station of the new network, with music by the WINS orchestra directed by Louis Katzman. Novachord music by Ferde Grofe's orchestra was heard from the Ford Bldg., at the New York World's Fair, and the Orange Blossom quartet was heard from the WINS studios on the Fair grounds.

Stations of the New York Broadcasting System participating in the broadcast were WINS; WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown.

Constant inter-communication between the network's stations is now going on, according to Carl Calman, vice-president and general manager of the System, to arrange network programs. Between Sept. 15 and the end of the month, a total of ten commercial programs will start on the network, Mr. Calman said, although the names of the sponsors have not yet been released.

Lipton on 50

THOMAS J. LIPTON Inc., Hoboken, N. J., late in September is starting a campaign for Lipton's Tea using 10 spot announcements weekly on 50 stations throughout the country. On Sept. 12 the company started a 13-week campaign of thrice-weekly quarter-hour participation on the *Make Believe Ballroom* program on WNEW, New York. Young & Rubicam, New York, is the agency.

Alexander Favors Curb On Use of Broadcasts To Promote Beer, Wine

REEMPHASIZING his official stand against radio advertising of alcoholic beverages, W. S. Alexander, administrator of the Federal Alcohol Administration, told delegates at the annual convention of the National Alcoholic Beverage Control Assn., at Bretton Woods, N. H., on Sept. 6 that although there have been "distinct gains" in popular sentiment to curb this advertising, it is "piling up trouble" for manufacturers who use it. He also expressed sympathy for the bill of Senator Johnson (D-Col.) to ban all alcoholic beverage advertising from the air.

"The broadcasting chains have decided to take no distilled spirits advertising," Mr. Alexander pointed out in reviewing the "tangible results", "and the NAB also has refused to accept such advertising in the future. Both do accept malt beverage and wine advertising, however. Incidentally, there was no distilled spirits advertising being done on the national chains, and practically all of the alcoholic beverage radio advertising is being done by brewers. The principle, however, has received recognition from the radio people—which is also something gained.

"On nothing have I expressed myself with firmer conviction than on radio advertising of alcoholic beverages. In principle it is wrong; in practice it is piling up mountains of trouble for the short-sighted manufacturers who use it."

Expanded Pinex Series To Include 65 Stations

EXPANDING its previous spot campaign slightly, Pinex Co., Fort Wayne, Ind. has scheduled about 65 stations in the United States and Canada for its 1939-40 series starting Oct. 2. All but several southern stations start on that date, the latter starting Oct. 16.

Live talent 15-minute programs and 30-minute Saturday night *Barn Dance* broadcasts are planned on WLS and WLW. Each will carry six programs weekly. Fifteen-minute transcriptions from three to five days weekly will be carried over WWVA, WHO, WOW, WJR, WSM and WFIL.

All other U. S. stations, representing nationwide coverage, will carry five to seven announcements weekly. Twelve Canadian outlets are included in the list, with announcements scheduled once and twice daily six days weekly. The campaign, which will run 22 weeks on most stations, 18 weeks on southern outlets, is handled by Russell M. Seeds Co., Chicago.

Flex-O-Glass on 18

EIGHTEEN STATIONS in the East and Midwest will be used by Flex-O-Glass Mfg. Co., Chicago, in its fall and winter campaign placed through Presba, Fellers & Presba, Chicago. Varying between barn dance programs, service reports, transcriptions and participation programs, the schedule will be carried over WLS WHO KMA WJEJ WEEI WJR KITE KMOX KWTO KMMJ WHAM WLW KDKA WEEU KSOO WNAX WIBW WLBZ. Starting dates are from Sept. 30 to Oct. 28.

NO INCREASE IN RATES
Yet!

The shift in KECA wave length from 1430 KC to 780 KC has realigned the listening habits of Southern California and added new values to KECA, not yet reflected in rate increases. Rate Card No. 14 remains in effect until further notice. . . .
Better sign today with KECA!

Now at **780** KC

NBC **KECA** BLUE NETWORK

Southern California appreciates the new KECA *spot on the dial*

New listeners are always enthusiastic, voluble listeners, and from the flow of letters we reprint typical expressions . . . .

BEVERLY HILLS
"We are so pleased with the change of KECA frequency."

RIVERSIDE
"Music from your new place on the dial comes in much stronger."

SAN DIEGO
"Am very happy to state that new frequency greatly enhances my enjoyment of KECA Classic Hour."

SAN BERNARDINO
"I know there are thousands of persons who will appreciate your fine program coming over a station that really brings them in."

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. • *National Sales Representative*

CBS Plans Transcribed Spots To Check Affiliates' Signals

Survey Plan Accepted by '99%' of the Stations Contacted, According to Dr. Stanton

PURCHASING time on well over 100 independent stations, mostly 100-watters in the secondary areas of high-power CBS outlets, for a series of transcribed spot announcements requesting information from listeners on reception of affiliates' signals, the CBS Research Division is preparing to conduct a novel study of the effects of technical development of CBS stations.

The survey idea, conducted under supervision of Dr. Frank N. Stanton, CBS director of research, and designed to secure definite information on CBS reception direct from the listener, has been accepted by "about 99%" of the stations contacted for purchase of time, according to Dr. Stanton. There have been only scattered refusals to carry the series, he added.

How It Works

The five-minute transcribed programs, for which final scripts are being prepared, will incorporate flashes of the voices of Kate Smith, Major Bowes, Amos 'n' Andy and other CBS stars with a commentary by a network announcer asking listeners to check reception of four CBS stations within listening distance and then write "CBS, New York".

During an interval in the program a local announcer reads the call letters, frequencies, and locations of the CBS stations potential to each individual area. The requested reports would be concerned only with evening listening, and the network offers a free booklet to answerers explaining the difference between daytime and evening listening.

In a letter to the independent stations requesting rates on a 32-time, 40-time and 52-time basis. Dr. Stanton explained: "We're particularly interested, not in the families you serve intensively within your major market, but in the 'remote' families at the outer edges of your coverage areas". Outlining the plan further, he indicated the programs were to be divided between daytime and evening hours and would be broadcast either 8, 10 or 13 times a week for four weeks, probably between Sept. 15 and Oct. 15.

Pointing out that only a limited budget is available for the study, Dr. Stanton requested a separate indication of daytime and evening rates on each station, stating he assumed "that your rates for these announcements will be based on something like a 'most favored nation' clause. That is, we will be able to buy your facilities at the lowest rate at which they are available to any of your clients."

"There have been so many major changes in CBS facilities that our research really has got to step out to keep up with them," Dr. Stanton explained in his letter. "I trust you will agree that the big nighttime programs have been one of the big factors in building all of radio to its present size. In fact, such programs have stimulated radio ownership to such a degree in small towns and rural areas that they have contributed, to a large extent, in creating audiences, particularly during the daytime, for independent stations.

"This new type of radio study that we are planning affords the clear-channel stations, such as ours, the opportunity to cooperate with an independent station, such as yours—an opportunity really to study the scope of radio today. I sincerely believe that by working together, we can make a genuine contribution to the industry."

The Other Side

Contrasted to the receptive attitude of the large majority of stations which have accepted the series for broadcast are the comments of W. B. Greenwald, president of KWBG, Hutchinson, Kan., in a letter replying to Dr. Stanton's:

"This station has obtained its enviable list of listeners and sponsors the hard way—by careful programming and showmanship — by being everlastingly at it to give our listeners the best available, every hour of the day and night," Mr. Greenwald wrote. "We certainly are not going to sell them down the river for a few, or even a long series of Columbia plugs.

"What excuse would we give our sponsors for deliberately decreasing our 'circulation' by asking listeners to tune away from KWBG? What reason could we offer anyone for being so inconsistent as to tear down what we have so carefully built up? No nationally circulated newspaper would ever ask an independent publication to sell its circulation and destroy its value to the community by ceasing to serve that community in its best capacity. And we think that you made a grave error by having the nerve to ask us to request any person to dial our station out in favor of a station outside this trade territory.

"The idea is preposterous, even if you expected to pay a premium rate for our time. But you even ask for a special rate—one as low as we give our regular advertisers—sponsors who have stuck with us through thick and thin, to make KWBG what it is today.

"We cannot agree with you that big nighttime programs have created daytime audience for independent stations. Columbia would never accept any station that did not already have a nightime audience—nor would Columbia accept any station that did not have a good fulltime coverage. You have reversed the true situation, for we believe we are right when we say that independent stations first build the audience, and then the networks agree to take them on."

465 POUNDS of fighting fury was this tuna taken off Liverpool, Nova Scotia, last month by Bill Lewis, program vice-president of CBS, who landed the fish after one hour and 40 minutes. Lower photo shows his companion, Bob Edge, CBS outdoor life commentator and veteran tuna fisherman, hard at work resting from Bill Lewis' labors.

Exclusively Radio

SALT LAKE CITY'S Utah Theatre, largest in the city, has eliminated newspapers from its advertising budget and has scheduled six daily minute interviews on KDYL, in addition to extra spot announcements on various promotions. Each interview brings some official of the theatre before the mike for quizzing on current or coming attractions. Interviews are transcribed a week in advance and then presented at scheduled times.

B & W Discs Planned

BROWN & WILLIAMSON Tobacco Co., Louisville, will use transcriptions on betwen 25 and 30 stations starting Sept. 25, featuring Avalon Cigarettes, Wings Cigarettes and Bugler Tobacco. In addition, sportscasts on 10 stations featuring Wings and Avalon two and three times weekly will be used. With its four network programs and approximately 40 spot stations Brown & Williamson becomes one of the most important users of broadcast advertising. Russell M. Seeds Co., Chicago, is agency.

CLARK BROS. Chewing Gum Co., Pittsburgh, has started one-minute transcriptions three days weekly over WBBM, Chicago, through Albert P. Hill Co. Inc., Pittsburgh.

FILMLAND HOPEFUL FOR AIR BOOKINGS

DESPITE the tightening of film studio barriers and exhibitor threats against motion picture talent appearing on network programs, executives of major advertising agencies handling the bulk of Hollywood originating radio shows declare that there will be as many, if not more, stellar names used on sponsored broadcasts this season as last.

It has been freely admitted by Hollywood agency executives that preparations for a number of network shows are being retarded by reluctance of film studios and talent to sign radio contracts, but they are confident that this will be overcome. They insist that "the show will go on", but are frankly annoyed by the evasion displayed by top name players who are loath to back up verbal commitments with written contracts.

Frankly speaking, players big enough, or by contract permitted to appear on network programs at will, are stalling, it was said. In some instances, they too, have quoted figures beyond sponsor budgets. It is believed, however, that their purpose is to await more substantial expression from exhibitors and studios regarding the "ban on radio" before asserting their final intentions.

Should film studios, in the face of predicted losses in foreign markets due to European war, decide on reported retrenchment policy, agency executives feel that difficulties will be alleviated. They believe that not only will desired talent be easier to secure, but also that the price scale will be cut downward, placing more top film names within radio budget limitations. Any concerted action by the film studios to cut luxury off production will, in the opinion of several Hollywood agency men, benefit radio directly.

Two Transcribed Series Being Tested by P & G

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), is testing two 15-minute transcribed programs on 11 stations starting between Sept. 14 and Sept. 25 on 52-week contracts. *Bill Elliott, the Singing Cop*, a WEEI, Boston, feature, is scheduled on WFBM and WWJ three days weekly, with WEEI continuing to carry it six days weekly as a live broadcast under Procter & Gamble sponsorship.

Eight stations have been chosen for *David Adams*, a five-weekly dramatic series. They are WBEN, KDKA, WGAR, WDAF, KOA, WKY, WFAA-WBAP, KFRC. Additional stations may be added to both series, it was indicated by Blackett-Sample-Hummert, Chicago, which handles the account.

Botany Mills Tests

BOTANY WORSTED MILLS, Passaic, N. J., on Sept. 19 will start a four-week test campaign for its new wool cleaning fluid using ten-minute daily participations five times weekly on the *Music Hall* program on WNEW, New York. More stations in upstate New York will be added if the test proves successful, according to Alfred J. Silberstein Agency, New York, which is handling the account.

91,260 Telephone Calls...

IN 12 DAYS

TAKING its name from the special telephone number "Chestnut 99 Forty-Four" set up to handle calls for it, this All Request program went on the air for the first time on Monday evening, August 14th, 1939.

Completed calls for a single program reached a high of 4,181 in the 3 hours of the program on Saturday evening, August 26th.

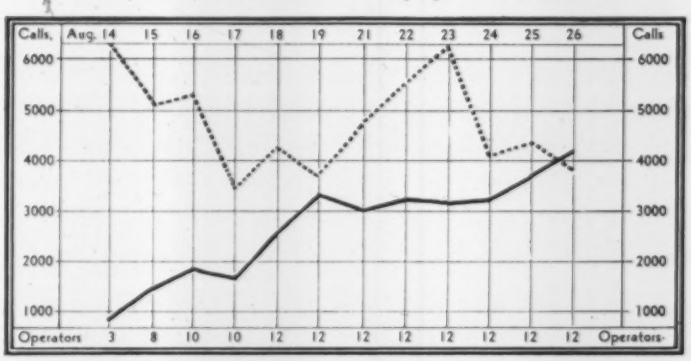
Metered "busy" signals, together with the record of completed calls, show that "Chestnut 99 Forty-Four" was called 91,260 times* during the first 12 broadcasts of this new, all request program.

*In addition to this total, thousands of calls for this program were attempted over the regular telephone lines of Radio Station KXOK—CHestnut 3700—and those of the Star-Times—CHestnut 6000.

Recorded Telephone Calls to "CHestnut 99 Forty-Four"

August 14-26, 1939.

Completed Calls ——— Busy Signals - - - - - - - - - -



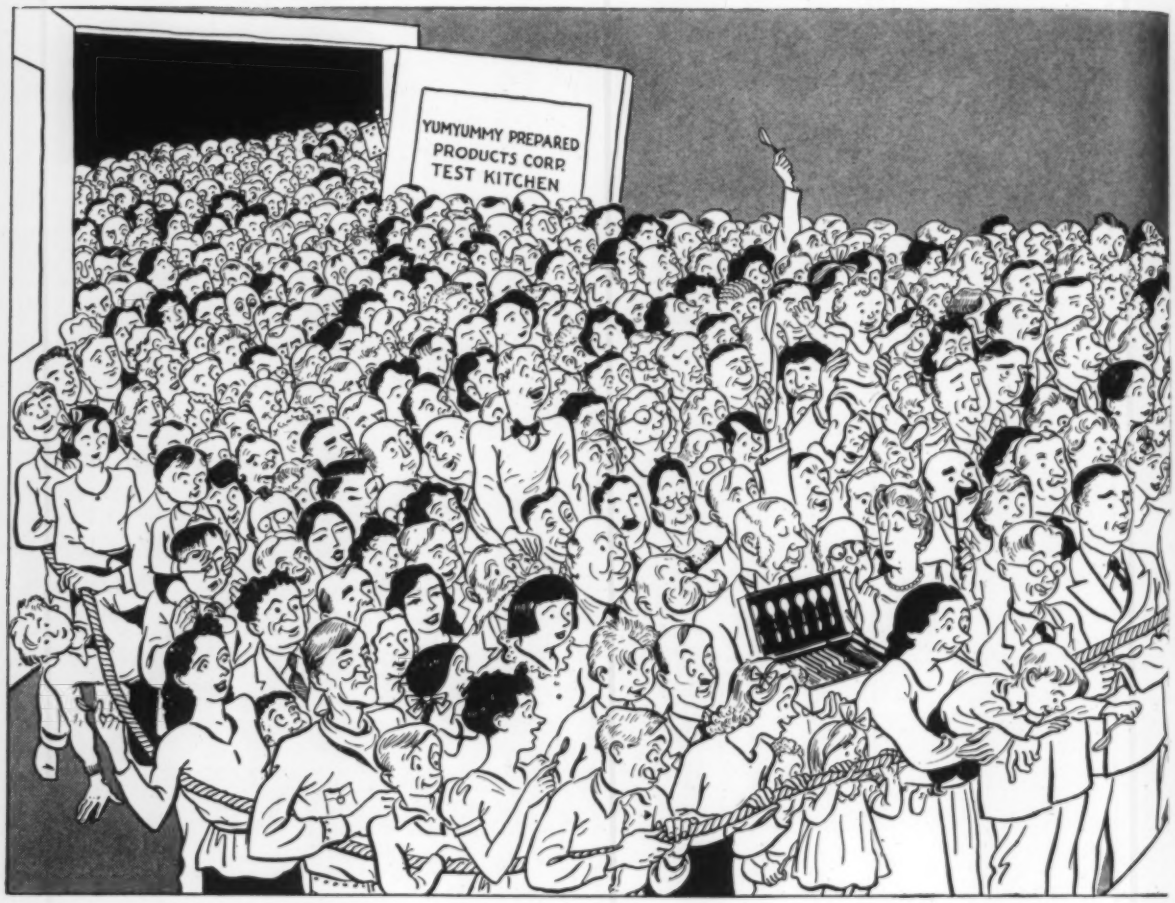
THIS ENORMOUS AUDIENCE RESPONSE IS AVAILABLE FOR YOUR ADVERTISING MESSAGE TO THE RICH ST. LOUIS AREA

KXOK SAINT LOUIS

Radio Station

OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES
1250 KILOCYCLES . . . . . 1000 WATTS . . . . . FULL TIME

NATIONALLY REPRESENTED BY **WEED & CO.** NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO



13,000,000 radio f

to the N

Yes, we realize that is a startling statement. But frankly, it is not really as startling as the simple facts which prove why these 13,000,000 families prefer the NBC Red—the network most people listen to most!

Yes, we made a survey—and one unique in radio research. For the first time, it measured the network listening habits of people not only in the cities where the leading networks have stations—*BUT* in *every* city in the United States of 25,000 and over. Unique—because for the first time it explored *not only that part of the rural audience conveniently located close to station-cities—BUT probed into one out of five of all the rural counties in the country!*

The Story of "The Other Half"

To you who have been judging network values on the basis of program ratings—to you who have been estimating *national* program audiences on the basis of ratings made only in station-cities—the results of NBC's study of "The Other Half of the Radio Audience" will reveal facts which no advertiser can afford to overlook.

Adve
heard
prom
surve
tual p
works
radio
milli
extra
ate or
tion h
differ
erage

*Speaking of desserts—Kraft-Phenix Cheese and Standard Brands' Royal Desserts have been on the NBC Red Network exclusively since 1933—General Foods' Jello since 1936!

families "listen most"

NBC *Red* NETWORK

Advertisers and agency men who have heard the story agree that here is no promotional exploiting of "another survey." But for the first time a factual presentation of *why* and *how* radio works the way it does—the ABC's of radio transmission—the translation of millivolts and listening habits into extra sales and profits. How to evaluate one network against another—station by station. Why daytime coverage differs completely from night-time coverage. *Why a CAB rating on the Red Network means a greater nation-wide audience for your program than the same rating on another network!*

May We Tell You the Story?

We believe the fact that 13,000,000 radio families listen *most* to the Red Network, means a bonus of tangible, extra sales results for Red Advertisers. Perhaps that explains *why* 79 national advertisers spent over $31,000,000 on the NBC Red Network last year—more money than was spent in any other single advertising medium in the world.

Perhaps that also explains *why* a majority of the leading programs—day and night—are on the Red—and *why* this has been true every year since network broadcasting began.

May we tell you the important reasons *why* the NBC Red is the network *most* people listen to *most?*

NBC *Red* NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

FCC Investigates Rev. Cole Charge

Looks Into Claims That WJR And WJAS Refused Time

INVESTIGATION to ascertain whether WJR, Detroit, "is operating in the public interest, convenience and necessity" growing out of a complaint by Rev. Walton E. Cole, Unitarian Minister, that the station is acting as a vehicle "for one-sided propaganda", has been ordered by the FCC.

In a letter replying to the complaint of Dr. Cole, who alleged that WJR refused to accept programs in answer to Father Charles E. Coughlin, T. J. Slowie, FCC secretary, stated Sept. 2 that the investigation had been instituted. Rev. Cole on Aug. 30 sent to the FCC a long telegram in which he claimed the station had refused the programs on the ground that the script was entirely out of accord with WJR policies. The FCC was asked to take action to have WJR give equal opportunity for expression of both sides of controversial questions, "or that its license be revoked". [BROADCASTING, Sept. 1.]

On Sept. 8 Rev. Cole filed a second complaint with the FCC against WJAS, Pittsburgh, alleging that it likewise had declined to carry the program. It was revealed that approximately a dozen Pittsburgh residents, among them prominent local citizens, had filed similar complaints with the Commission. The FCC advised the complainants that an investigation would be made, presumably along the lines of its inquiry into WJR's refusal.

Redress Up to Courts

Dr. Cole, who is spokesman for the Unitarian Fellowship for Social Justice, which has engaged time on a number of stations to answer Father Coughlin, was advised that any right of redress which he may have by reason of WJR's cancellation of the contract "cannot be adjudicated by this Commission but is a matter within the jurisdiction of the courts." It was pointed out under the Communications Act, except in cases involving use of facilities by regularly qualified candidates for public office, the Commission has no power to compel any licensee to permit a particular individual to use its facilities.

"Insofar as your complaint states that WJR is acting as a vehicle for one-sided propaganda rather than free discussion of controversial subjects," Mr. Slowie wrote, "it will be investigated by the Commission and the incident described in your telegram will be considered as it may bear upon whether Station WJR is operating in the public interest, convenience and necessity."

Leo J. Fitzpatrick, executive vice-president and general manager of WJR, in commenting on the cancellation of the Unitarian minister's broadcasts, said that inasmuch as Fr. Coughlin "has never personally attacked Dr. Cole, I don't think Mr. Cole should be permitted to attack Fr. Coughlin over WJR. I explained to Mr. Cole when we were discussing the broadcast that I thought he should confine his remarks to the aims and purposes of his organization.

"If we permitted him to attack Fr. Coughlin, then Coughlin would be justified in asking for the time to reply to him. The first thing we knew we would have a cat-and-dog fight on our hands."

"FLY, CHAIRMAN" became official for the FCC Sept. 1 as the lanky ex-TVA general counsel was sworn in to succeed Frank R. McNinch, who looks on. Administering the oath is Pansy E. Wiltshire, notary public in the secretary's office. Revealing a sense of humor, the new chairman wore in his lapel a miniature eight-ball. Present at the ceremonies in the Chairman's office were Commissioners Craven, Walker and Thompson, Chief Engineer Jett, Assistant General Counsel William C. Koplovitz, Ben Cohen, high ranking New Deal attorney, and former TVA associates.

Fly Quietly Assumes FCC Chairmanship; Starts Inquiry Into Problems of War

WITH HIS assumption of the FCC chairmanship Sept. 1, James Lawrence Fly immediately plunged into a study of radio and communications without expression of any preconceived notions on future regulatory policy. Confronted with the war situation and alarmist talk of impending censorship, the new chairman dispelled any fear of hasty action but promptly appointed a committee to survey the situation.

Following his swearing in Sept. 1, Chairman Fly held his first press conference and made clear he proposed to pursue a cautious course and did not propose to be "dogmatic". He emphasized that the FCC is a semi-judicial body and that therefore a full interchange of views with his colleagues and his staff would precede any policy pronouncements.

Mr. Fly assumed his new duties quietly. Aside from the appointment of his personal secretary, Miss Charlotta Gallup, who came from Tennessee Valley Authority, no personal changes or appointments were made. It is expected that Mr. Fly later will name a legal aide from some other governmental agency. Thus far he has given no indication of impending staff changes of any character.

Lauds McNinch

Chairman Fly took his oath of office in a brief ceremony attended by several other commissioners and members of the staff. Regarded as significant was the attendance of Benjamin V. Cohen, trusted legal adviser of President Roosevelt. Commissioners Walker, Craven and Thompson attended the ceremony, along with Chief Engineer Jett and Assistant General Counsel Koplovitz and Assistant Secretary Reynolds.

After being inducted into office, Mr. Fly paid tribute to his predecessor, Frank R. McNinch, and then read a letter from President Roosevelt designating him as Chairman.

The day following his retirement from the FCC chairmanship, Mr. McNinch was retained by Attorney General Murphy as a special expert to advise the Department of Justice on matters pertaining to communications. Mr. McNinch temporarily will retain an office at the FCC to complete two reports to be submitted to the President—on international broadcasting, and an accounting of his stewardship as FCC chairman during the last two years.

The Attorney General stated, in announcing Mr. McNinch's appointment, that he would advise the Department in connection with telephone, telegraph and radio complexities involved in the Western Union suit and other litigation of the Department. He added that Mr. McNinch was not only particularly well versed in communications, but also was "one of the country's outstanding authorities on wider problems of Government administration regulation which are inseparable from any realistic solution of the immediate problems presented by these cases." He referred particularly to Mr. McNinch's earlier chairmanship of the Federal Power Commission.

At his press conference, also attended by Mr. McNinch, Chairman Fly was questioned about "control" of communications in view of the war situation. He did not answer this line of inquiry directly, pointing out that he was not thoroughly familiar with it and had been consulted "to a minor extent" in the drafting of the proposed neutrality proclamation. He did pay tribute to the broadcasting industry in its war coverage, asserting that "as a listener" he felt broadcasters "had rendered a great public service." He added his approach was "wholly uncritical, like that of any other citizen getting news and points of view over the radio."

NINE STATIONS ADD AP NEWS REPORTS

NINE MORE broadcasting stations, all but one newspaper owned, have been added to the list of those broadcasting Associated Press news under sponsorship in line with the recent order of the AP executive committee lifting the ban on sponsorship of its news. The stations are WBAP, *Fort Worth Star-Telegram*; WSGN, *Birmingham News* and *Age-Herald;* KVWC, *Vernon* (Tex.) *Daily Record;* KSO and KRNT, Des Moines, and WMT, Cedar Rapids, *Des Moines Register* and *Tribune;* WBNS, *Columbus State Journal;* WHIS, *Bluefield* (W. Va.) *Telegraph.* KFYR, Bismarck, N. D., not newspaper-owned but having an affiliation with the *Bismarck Tribune*, also is buying AP.

All of these stations are reported to have local sponsors for their news under the arrangement whereby a 25% additional assessment is levied on the newspaper's basic AP assessment if AP news is used under sponsorship and 5% increase is charged if used sustaining [BROADCASTING, June 1].

Previously, the AP news was reported carried under sponsorship [BROADCASTING, Aug. 15] on KSD, *St. Louis Post-Dispatch;* KPRC, *Houston Post;* KSCJ, *Sioux City Journal;* WOMI, *Owensboro* (Ky.) *Messenger* and *Enquirer;* KGFF, *Shawnee* (Okla.) *News* and *Star;* KFAM, *St. Cloud* (Minn.) *Times-Journal.*

Sunkist to Use Net

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, (Sunkist oranges and lemons), starts its thrice-weekly quarter-hour, *Hedda Hopper's Hollywood,* Nov. 6 for 52 weeks, on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. (EST). Series, originally scheduled to start Oct. 31, will be based on Miss Hopper's syndicated newspaper column. Besides motion picture gossip by Miss Hopper, it will include brief dramatizations of film players' careers. Art Baker will announce, with James Fonda, of Lord & Thomas, Hollywood staff, producing. A heavy user of radio time, this will be the first time in several years the sponsor has used network facilities. The Exchange, for its various products, has been using transcribed shows and announcements in recent years.

Chase & Sanborn Discs

STANDARD BRANDS, New York, on Sept. 11 started a test campaign for Chase & Sanborn coffee using the transcribed serial *Springtime & Harvest* in several markets from the Mississippi to the East Coast. The program is produced by Carl Wester, Chicago, but no further details as to stations or time of broadcast could be learned from J. Walter Thompson, Co., New York, the agency in charge.

Detroit Jewel Test

DETROIT-MICHIGAN STOVE Co., Detroit (Detroit Jewel Stove) is testing five stations with one and five-minute announcements from Sept. 18 through Oct. 13. WBEN, WEBR, KBOW, WCPO and WLAP were the outlets selected. Holden, Graham & Clark, Detroit, handles the account.

News editor, police reporter, five re-write men comprise WKY's complete news staff.
Under the news editor, three commentators handle the actual broadcasts of WKY's news.
Four teletypes bring in 160,000 words a day of state and nation-wide news breaks.
A direct wire into editorial room of Oklahoman and Times keeps finger on local new

"Air-Conditioned" NEWS

● So thoroughly has WKY conditioned its newscasts for the air that 59.5% of the Oklahoma Citians who depend on the radio to keep abreast of the news keep their dials set to this station.*

Manned by a newspaper-trained staff . . . employing methods typical only of those so trained . . . using its modern machinery to combine newspaper's precision and accuracy with radio's speed and flexibility, WKY is truly "Oklahoma's Newspaper of the Air."

Being first on the air with the news has become a habit with WKY, just as listening to WKY has become a habit with Oklahoma listeners and selling through WKY has become a habit with sponsors.

* *In a recent study made among 803 Oklahoma City homes, representing a cross section of the entire city, the station preferences for newscasts were found to be:*

WKY	59.5%
Station B	15.3%
Station C	5.4%
Station D	1.8%
No preference	18.0%

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES ★ THE FARMER STOCKMAN MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER (*Affiliated Mgmt.*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

LISTENING audiences were discussed by E. P. H. James, NBC New York advertising and sales promotion manager, at a luncheon attended by 30 Los Angeles and Hollywood radio and advertising agency executives in the latter city last month. Attending were (l to r, standing) H. D. Walsh, Hixson-O'Donnell Adv.; A. G. Allen, Richfield Oil Corp.; Pat Bishop, KFI-KECA, Los Angeles, commentator; Henry Chase, Barnes-Chase Co.; Carroll O'Meara, Young & Rubicam; John Gudel, Dan B. Miner Co.; James Foud, Lord & Thomas; Fred Mayer, Dan B. Miner Co.; Gene Duckwall, Tom McAvity, Lord & Thomas; William Betts, Ruthrauff & Ryan; Don Belding, Lord & Thomas; Arthur Gudeiman, Barton A. Stebbins Adv. Agency; Ford Sibley, Lord & Thomas; Ernest Bader, Caples Co.; Sydney Dixon, NBC sales; Raymond R. Morgan, Raymond R. Morgan Co.; Jefferson K. Wood, Hillman-Shane Adv. Agency; Lew Frost, executive assistant to Don E. Gilman, NBC vice-president; Charles H. Mayne, Charles H. Mayne Co.; Harold J. Bock, NBC western press manager; Ralph R. Ledder, Raymond R. Morgan Co.; Charles Brown, NBC western division sales promotion manager. Seated, August Bruhn, McCann-Erickson; Harwin Mann, Lord & Thomas; Tracy Moore, NBC account executive; Grace Glasser, Glasser Adv. Agency; Mr. James, and Mr. Gilman.

WFVA, Fredericksburg, Takes the Air Sept. 8

HEADED by Richard Field Lewis Jr. as manager, the new WFVA, Fredericksburg, Va., halfway between Washington and Richmond, went on the air Sept. 8 as a 250-watt daytime outlet on 1260 kc. Mr. Lewis, former chief engineer of KFXM, San Bernardino, Cal., is 60% owner of the stock in Fredericksburg Broadcasting Corp., licensee, the remainder of the stock being held in 5% blocks each by prominent local residents. Benjamin T. Pitts, theater owner, is president; Mr. Lewis, vice-president; George C. Clanton, secretary of the local chamber of commerce, secretary; John F. Gouldman Jr., banker, treasurer.

Mr. Lewis announced that Edward H. Allen, formerly with the Yankee Network in Boston, has been appointed commercial manager. Carl Saunders, formerly with KFXM and various Midwest stations, has been named program director. Howard Severe, of Washington, is publicity director.

The station has a Western Electric transmitter and Blaw-Knox vertical radiator, with RCA consolette and microphones and RCA turntables. Its main studios are in the Farmer's Creamery Co. Bldg., and include a small auditorium with complete GE kitchen. Studios are also being erected in Mary Washington College near Fredericksburg.

Niagara Falls Outlet

NIAGARA FALLS, N. Y., will soon have its first broadcasting station as a result of the FCC's action of Sept. 1 adopting proposed findings [BROADCASTING, Aug. 15] authorizing a 1,000-watt daytime outlet on 1260 kc. The station will be licensed to the Niagara Falls Gazette Publishing Co., publisher of the *Niagara Falls Gazette*, headed by Alanson C. Deuel. Call letters will be WHLD.

WALR, Zanesville, O., reports it has a woman commentator still in her 'teens. She is Mary Branas, new to radio, who already has a thrice-weekly sponsor—the Hazel-Atlas Glass Co.

Rebates Raised, Discounts Cut In Revised Rate Card of NBC

Discount Is Reduced for 8-10 p. m. on the Red; Rates for 30 Stations Boosted, 15 Lowered

REVISED system of discounts allowed NBC advertisers, embodying a 2½% increase from 10 to 12½% in the annual rebate allowed for 52 weeks of continuous broadcasting, along with a reduction of 2½% in weekly discounts based on gross billing, and similar in effect to the "hiatus policy" announced earlier this year by CBS [BROADCASTING, March 15] is revealed in NBC's new rate card, No. 26, which goes into effect Oct. 1 for new business and a year later for current contracts. The network's new rate card also stipulates that on all Red network facilities used on programs from 8 to 10 p. m., New York Time, and their rebroadcasts, weekly discounts will be reduced 5%.

Marking the first general rate revision by NBC since December, 1936, the card shows an increase in rates for 30 stations, including 16 of 23 Basic Red stations and nine others in different Red Group classifications. WHAM, Rochester, N. Y., is the only Basic Blue outlet to increase its rates, while WLW, Cincinnati, is the only Basic Red or Blue station to show a rate decrease. Six basic supplementary outlets are among the total of 15 showing decreased rates, and eight stations, chiefly new affiliates, have been added to the basic supplementary groups.

Rebate Simplified

Application of the 12½% annual rebate has been simplified, according to NBC, by basing discount calculations on a single fiscal year for each account rather than on separate fiscal years for individual purchases of time on each account. The rebate is allowed on gross billing on all facilities used during the contract year, except on facilities discontinued during the period. It will apply on all facilities added during the contract year and not discontinued before its close, but will not be paid on facilities in use at the beginning of the contract year, but discontinued before its close.

For instance, a client purchases $2,000 worth of time for 52 weeks, NBC explained. Three months later he purchases an additional $1,000 worth for 52 weeks. His rebate will be figured on the basis of aggregate gross billings resulting from $2,000 for 52 weeks and $1,000 for 52 weeks less three months. Rebates the following year depend on continuation of consecutive-time purchases.

The new weekly discount schedule augments the "NBC Interval Plan" announced early this summer [BROADCASTING, May 15]. Under the new plan discounts are given only on business aggregating $2,000 and upward per week, rather than starting at $1,000 as formerly, and are reduced accordingly in each classification. A 2½% discount is allowed on weekly gross billings of $2,000 to $4,000; 5% on $4,000 to $8,000; 7½% on $8,000 to $12,000; 10% on $12,000 to $18,000, and 12½% on $18,000 and more. On Blue Network contracts receiving special Blue discounts these weekly discounts are paid on the net rate after the special discounts.

Commenting on the new discount procedure applying to "choice spots" on the Red Network, Roy C. Witmer, NBC vice-president in charge of sales, explained:

"Every radio advertiser recognizes that network periods from 8 to 10 p.m., New York Time, with rebroadcasts possible at later times, represent preferred advertising investments. These are the choice broadcasting spots—comparable in added value to the preferred position pages in magazines and newspapers. All available research data shows that during this two-hour period radio sets in use exceed other evening periods by at least 5%.

"The new rate card stipulates that on all Red Network facilities used on programs during this period, and their rebroadcasts, weekly discounts will be reduced 5%. For example, a client with a weekly gross billing of $8,000 on Red Network facilities would earn a weekly discount of 7½%. If the program falls between the hours of 8 p.m. to 10 p.m., New York Time, this discount is now reduced to 2½%."

Maximum Discount

Advertisers, except those using Red facilities during the specified hours, whose gross billing equals or exceeds $1,500,000 during a 12-month fiscal year, will be allowed a discount of 25% in lieu of weekly discounts and annual rebates, the rate card stated. A maximum discount of 20% will be allowed advertisers on their billings for NBC-Red facilities during the specified "choice" hours, but where Red supplementary facilities are used with the Blue Network, the 5% reduction on the rate of discount applies to the Red facilities only.

Since issuance of NBC's last rate card, dated Dec. 1, 1938, with a total of 165 stations, 12 new stations have joined the network and three others have been dropped. New stations, making the current total 174, are: WBCM, Bay City, Mich.; WGKV, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WING, Dayton; WKBO, Harrisburg; CMX, Havana, Cuba; KFAM, St. Cloud, Minn.; KYSM, Mankato, Minn.; WCOA, Pensacola, Fla.; KROC, Rochester, Minn.; KSCJ, Sioux City, Iowa, and KVOA, Tucson. Stations no longer affiliated with NBC are: WWNC, Asheville, N. C.; WCKY, Cincinnati, and KOIL, Omaha.

Magazine Drive

CANDID EYE Magazine, Philadelphia, will use between 35 and 40 stations in a spot campaign starting about Nov. 1. Proved mail-pulling stations will be selected, according to the agency, Albert Kircher Co., Chicago. Announcements and live talent programs will be utilized. The appropriation and stations are expected to exceed the previous year's campaign.

Wurlitzer List

RUDOLPH WURLITZER Mfg. Co., N. Tonawanda, N. Y. (musical instruments), in late September will start a series of five-minute programs five and six days weekly on WBEN WMAQ WBNS WTAM WCAU WHEC WOR. WWJ, which carried the programs through the summer, has been renewed. Schwimmer & Scott, Chicago, handles the account.

WASHINGTON State Dairy Commission, Seattle, which has appointed Dr. Robert Prior secretary-manager, is planning to spend a state-raised fund of about $100,000 for national advertising of Washington dairy products and finding new markets.

The Legion Parades ... for KSTP

FOR the first time in history, on the occasion of its 20th Annual Convention, The American Legion recently staged a special preview parade for broadcast and television.

First in the Northwest, KSTP naturally was selected by The Legion for this broadcast.

Starting as a small test "preview" the parade grew into a demonstration with over one hundred thousand people crowding downtown Minneapolis, blocking traffic, halting business. Additional thousands thronged KSTP's studios to view the parade by television.

As the Legionnaires pay tribute to their favorite radio station, so do the millions of others in the rich Northwest.

For action in the 8th Retail Market — turn to KSTP first — for news, for entertainment, for civic affairs, and for sale of your product.

Note to time buyers: KSTP goes to 50,000 watts in a few weeks.

For rates and schedule, address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis-St. Paul, Minn., or National Representatives, Edward Petry & Co., Inc.

KSTP

The Northwest's Leading Radio Station

50,000 WATTS
(IN A FEW WEEKS)
NBC BASIC RED NETWORK

Listener Interest Widely Increased, CAB Data Reveal

Both Day and Night Listening Found to Be Improved

INCREASING listener interest in both evening and daytime radio shows, along with definite deviations in program preferences by economic groups, is indicated in a 72-page report based on a comprehensive listener analysis recently conducted by the Cooperative Analysis of Broadcasting in 33 cities reached by NBC-Red and Blue and CBS network service.

The report revealed that during the 1938-39 winter season, from October to April, the average rating of all evening shows increased from 8.8% to 9.3%, while the number of evening shows rating 10% or higher increased from 39 to 44, compared with the 1937-38 winter season, and the number of daytime programs rating over 5% almost doubled.

Variety at the Top

Variety programs continued in first place among evening programs in both preference and percentage of time on the air, accounting for 27.1% of the time, with an average rating during the winter period of 14.7%, compared with 13.5% the preceding summer and 15.9% the preceding winter. Comedy programs, second in popularity (11%), ranked fifth in air time (7.2%); drama, third in popularity (10.8%), second in air time (17.8%); audience participation, fourth in both popularity and air time (10.5% and 12.5%, respectively); classical, fourth (10.5%) and ninth (1.7%); serial drama, sixth in both (10.4% and 6.8%); popular music, seventh (7.6%) and third (16.1%); semi-classical, eighth in both (7.4% and 3.4%); commentators and talks, ninth (6.6%) and seventh (6.7%), and familiar music, tenth in both (2.4% and .7%).

The report also indicated many deviations in program preferences by economic groups, i.e., such programs as General Foods' *Good News, Ford Sunday Evening Hour, Cities Service Concert, Human Side of the News,* Kellogg's *Circle, Chase & Sanborn Hour,* Lever Bros. *Big Town,* Old Gold's *Melody & Madness,* GE *Hour of Charm, Saturday Night Serenade, Lowell Thomas,* and Canada Dry's *Information Please* appeal predominantly to the higher income levels, according to the CAB figures, while *Carson Robinson, Plantation Party, Mary & Bob, Lum & Abner, Major Bowes* and *National Barn Dance* were shown to appeal primarily to the lower income levels. Analysis of programs by types also showed that classical and semi-classical programs and commentators appeal predominantly to the upper income levels.

Among evening hours *Chase & Sanborn Hour, Lux Radio Theatre* and *Kraft Music Hall* were one-two-three among all income groups, but among other programs further down the list in comparative popularity there was wide variation between economic classes. Among the evening half-hours wide variations also were apparent, with *Jack Benny* and *Burns & Allen* one-two in all groups, while *Information Please* ranged from ninth place in the upper income level to 47th in the lower.

The 10 leading programs for the winter period, according to the report, were *Chase & Sanborn Hour, Jack Benny, Lux Radio Theatre, Kraft Music Hall, Major Bowes Amateur Hour, Town Hall Tonight, Burns & Allen, Good News, Rudy Vallee* and *Big Town.*

Analysis of the leading daytime programs in different sections of the country also showed wide variations in preference, *Guiding Light* being the only program listed among the first five in Eastern, Midwestern, Southern and Pacific Coast cities alike.

WHEN WLS, Chicago, remoted its *National Barn Dance* from the State Fairs of Illinois, Indiana and Wisconsin, a big crew of engineers and promotion men scampered around the Midwest on the WLS special train. A part of the crew lined up on the observation car, including (l to r), Bob Dwyer, of the Wade Agency, Chicago, which handles the Alka-Seltzer account; Pete Lund, writer of the Alka-Seltzer show; William R. Cline, WLS sales manager; Art Page, WLS farm program director; Don Kelley, WLS promotion manager; Al Boyd, WLS production director.

Continued Heavy Billings for August Keep Networks Well Above Last Year

ADVERTISING on the nationwide networks showed no signs of slackening through August, contrary to the experience of previous years. Combined gross billings of the coast-to-coast networks for the month totaled $5,855,356, an increase of 29.3% over the $4,529,590 billed in August 1938. Cumulative billings for the year to date on all major networks totaled $52,843,592, topping the total of $46,971,173 for the same period last year by 14.6%.

Columbia, as in July, showed the largest increase over the year before, both in actual dollars and in percentage, due both to this network's excellent business this summer and to the severe slump it went through during the summer of 1938. In August 1939 CBS gross billings totaled $2,337,376 as compared to $1,423,865 for August 1938, a gain of 64.2%. For the first eight months of 1939 CBS shows cumulative total billings of $21,602,302, 17.6% above the cumulative total for the same period in 1938 of $18,373,777.

For August, MBS billings showed a rise of 24.7% over billings for that month of last year, or from $164,626 in August 1938 to $205,410 in August 1939. For the year to date MBS reports aggregate billings of $2,046,228, up 22.2% from the $1,673,913 for the same period of 1938.

NBC's August total of $3,312,570, an increase of 12.6% over August 1938 when the total was $2,941,099, may be broken down into $2,636,267 of Red network billings and $676,303 of Blue network billings. There are no comparable figures for last year as the new system of dividing billings between these networks was begun only last October. For the first eight months of 1939, Blue billings total $6,722,952 and Red billings $22,472,110, giving a combined NBC total of $29,195,062, which is 8.4% over the $26,923,483 gross billings for the same period of 1938.

Tabulated billings by months for each network, showing the comparison with 1938 figures, follows:

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,209
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626

Karith May Enlarge

KARITH CHEMICAL Co., Chicago (cleaner) on Sept. 1 added WHBL, Sheboygan, Wis., to its test schedule in secondary markets. KFEQ, St. Joseph, Mo. was selected late in June. Fifteen-minute live talent programs are used daily on both stations. According to Albert Kircher Co., Chicago, which handles the account, other stations are under consideration for expansion of the tests in smaller markets.

Screen Talent Is Signed For Gulf *Guild* Program

SIGNING of 672 film stars, featured players, writers and directors for the CBS *Screen Guild Theatre* series, which resumes Sept. 24, under sponsorship of Guild Oil Corp., has been announced by Jean Hersholt, president of Motion Picture Relief Fund. Services will be gratis, but the sponsor is contributing $10,000 weekly to a home for needy in the film profession. Roger Pryor will be master-of-ceremonies for the series.

Oscar Bradley has been re-signed as musical director. Bertie Green is his arranger. Joe Hill, Young & Rubicam, New York producer, recently transferred to Hollywood, is to supervise production, with Austin Peterson, writer-producer, as assistant. Material submitted by film scenarists will be adapted for the series by agency script writers who include Jess Oppenheimer, Sam Perrin, Howard Green and Charles Tazewell. Tom Lewis, agency New York program director and manager of radio, will be in Hollywood for the initial program and is scheduled to remain on the West Coast several weeks. The program, to be heard Sundays, 7:30-8 p.m. (EST), will originate from New York for several weeks later in the season, giving Guild members performing on the stage an opportunity to contribute their services.

Axton-Fisher News

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Sept. 11 started sponsorship of the news analysis programs by Johannes Steel five times weekly on WMCA, New York. Mr. Steel, noted political and business commentator, is heard for Twenty Grand cigarettes 7:45-8 p. m., and also broadcasts an earlier sustaining program of similar news analysis from 6:30-7 p. m. which is wired from WMCA to WAAB, Boston. McCann-Erickson, New York, handles the account.

Test Blossoms

HAIR TRIMMER SALES, Chicago (combination comb and hair trimmer), which Aug. 1 began sponsorship in six participation programs weekly on WMMN, Fairmont, W. Va., plans to add five or more additional stations in rural markets by Oct. 1. The initial test over WMMN is proving very successful in securing direct mail response, said executives of Selviair Broadcasting System, Chicago, agency for the account.

Nov. Cranberry Spots

AMERICAN CRANBERRY Exchange, New York, will start its annual fall campaign for Eatmor cranberries early in November, using a varying amount of spot announcements on 28 stations. No further details have been arranged. BBDO, New York, is agency.

Cuticura Spots

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap), on Sept. 14 started a fall campaign of 12 spot announcements weekly on about 20 stations. Atherton & Currier, New York, handles the account.

AVAILABLE

for Local Sponsorship in a Remaining Few Cities

BOAKE CARTER

"RADIO'S COLUMNIST"

Elucidates and Analyzes the News

Swiftly-sent transcriptions available for local use on 3-time or 5-time weekly basis. Sustaining or Commercial. Write Boake Carter, 1622 Chestnut Street, Philadelphia, Pa.

Merchandising & Promotion

All in Green—More Fairs—Guards for Digits—River Bottom—Charm of a Lamp

DIRECT MAIL promotion, consisting of a series of four teaser postcards preceding a two-color broadside outlining full particulars and merchandising ideas, is being used by King-Trendle Broadcasting Corp. to publicize its transcribed mystery serial, *The Green Hornet*. Designed to get inquiries from agencies and sponsors about the show, both the cards and broadside feature an animated green hornet caricature, with green dominating the color scheme.

Among merchandising ideas offered sponsors are photographs of Britt Reid, who plays the title role, posters and program folders, and drinking glass containers for sponsor's product, bearing pictures of different characters in the drama. The brochure also calls attention to growing public interest in the series resulting from Universal Pictures' movie serialization of *The Green Hornet*. NBC Transcription Service is cutting the transcriptions, and as in the sale of the *Lone Ranger* series, has certain states and markets for sales territory.

* * *

Signal's Roadshow

SIGNAL OIL Corp., Los Angeles (petroleum products), sponsoring *Signal Carnival* on 11 NBC-Pacific Red stations for more than three years, as promotion for the weekly half-hour show, on Sept. 8 sent the entire cast on a three-week personal appearance tour of Pacific Coast key cities. Besides their regular Sunday evening broadcast, they are making a total of nine personal appearances and are also being guests of various service clubs and luncheon groups. Cast includes Barbara Jo Allen, Kay St. Germain, John Frazer, Mary Milford, Jack Carson, master-of-ceremonies, Gordon Jenkins, orchestra director, and Signaleers Quartet. Accompanying them is Barton A. Stebbins, head of Barton A. Stebbins Adv. Agency, Los Angeles, servicing the account, and his staff producer, William Arnold, with writers Marvin Fisher and Paul Conlon. Dave Elton represents NBC on the tour.

* * *

Demonstration Week

TO PROMOTE National Demonstration Week, Sept. 11-16, the National Dry Goods Assn. used two network programs, one on CBS and one on NBC. The Sept. 9 program of *Americans at Work* on CBS was devoted entirely to the business of window display designers, with John Reed King, CBS announcer, interviewing Dana O'Clare, display manager of Lord & Taylor's, directly from the windows of that New York department store. On Sept. 11, NBC broadcast a talk by Edward J. Noble, Under-Secretary of Commerce and president of Life Savers Inc., on the subject of retail dry goods.

* * *

At the Food Fair

WCKY and WSAI, Cincinnati, report active participation in the recent Cincinnati Food Show. WSAI announces it gave exhibiting merchants who had never used radio a chance to sample WSAI results by using the station's glass-enclosed fair studio, air-conditioned. WCKY had a special booth to display products and had tieups with the *Cincinnati Times-Star*. Entertainment, movie star and amateur features were broadcast.

Borden's Banners

BORDEN DAIRY DELIVERY Co., San Francisco (dairy products), to promote its twice-daily five-minute *Last Minute News* programs on KNX, Hollywood, is distributing point of sale material to more than 600 markets in the Los Angeles area. Promotion material includes 7-foot, three-color awning streamers decorated with large pictures of various Borden products, along with call letters of station and time of the news broadcast. Borden's 110 retail delivery trucks also carry this streamer. In addition, more than 50,000 shopping "check lists", which has a compilation of all possible menu staples, has been made available to Los Angeles housewives. They are being distributed through grocery stores. Each check list carries a large disc-like device for hanging in the kitchen, which also calls attention to the programs.

* * *

Food in Omaha

NAMED for the second successive year the official promotional medium for the Omaha Retail Grocers' Assn.'s 39th annual Manufacturers' Food Show, to be held in Omaha Oct. 9-14, WOW has undertaken full responsibility for programming and promoting the food show. Featuring this year's show will be an All Electric Cooking School, conducted each afternoon by Martha Bohlson of the Nebraska Power Co., and a stage show consisting of WOW talent twice each evening. The station also is negotiating to bring several name radio stars to Omaha for the event.

* * *

For Better Cattle

COOPERATING with midwestern packing plants through its farm service department, WNAX, Yankton, S. D., is distributing to farmers in its territory the booklet, "Animal Disease Eradication", published by the Livestock Sanitary Committee, Sioux City, Ia. The pamphlet, sent postpaid and without charge to any farmer requesting it, gives advice on how to produce better livestock which will bring cattle raisers higher prices.

* * *

Agency Shows Film

THE film being shown at the New York Fair, "I'll Tell the World", was screened in Washington Sept. 12 by Harry J. Kaufman Adv. Agency for a group of advertising folk. After the showing, the agency demonstrated its methods of using various media.

News for Screen

JUST before the 7 and 9 o'clock intermissions at local movie theatres, WBT provides recorded news bulletins played over the screen speaker systems. Theatres publicize the service in their lobbies and newspaper ads. Each summary is three minutes long and is introduced: "The news bureau of WBT and CBS brings you latest reports direct from Europe."

Merchandising Check

WHEN the local City Dye Works renewed sponsorship of *Piano Tunes*, twice-weekly feature on KIRO, Seattle, a new version of the "box-top" merchandising idea was incorporated by Vera E. Jedlick, KIRO publicist, who also writes continuity for the program. Built around a contest in which listeners supply the correct titles of old songs played during the broadcast, entries must be submitted on special blanks attached to dry cleaned articles. The blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check, as well as limiting competition to the territory served by the organization.

* * *

Thimbles for All

IN ADDITION to originating more than 30 broadcasts from its own booth in the Agricultural Bldg. and the grounds of the Minnesota State Fair, WCCO, Minneapolis, gave away 30,000 thimbles bearing the inscription "WCCO - CBS - 1939". During the Fair more than 100,000 persons visited the WCCO booth. Two girls and a page boy directed visitors through the booth, and thimbles were distributed, at the rate of 3,000 a day, between 1 and 3 p. m. during the 10 days of the Fair, from Aug. 26 through Sept. 4.

* * *

Muddy Rio Grande

VIAL of muddy Rio Grande River water, tagged with a sales message saying that although "Silvery Rio Grande" may be the bunk, "the life-giving waters of this historic and romantic river have made a veritable paradise of El Paso's irrigated valleys", is being distributed by KTSM, El Paso, Tex. The small bottle is mailed to prospective clients, agencies and others in a screw-top mailing tube.

* * *

Check on Signal

AS A PROMOTION and check of the new transmitter and other equipment put into service recently, KCKN, Kansas City, Kan., staged a contest asking for letters on the "before and after" reception of the station, with $350 worth of radio receivers offered writers of the seven best letters. The promotion was staged under sponsorship of a local credit clothing and appliance store.

* * *

Digital Magic

LADY ESTHER Co., Chicago (cosmetics), has started a test campaign of announcements on the *Guy Lombardo* program on NBC and CBS, offering feminine listeners a free set of celluloid "magic fingertips" to facilitate the choice of shades of the company's new Seven-Day nail polish. Pedlar & Ryan, New York, handles the account.

* * *

Free at Fair

TO VISITORS at its booth at the Iowa State Fair, WHO, Des Moines, distributed 25,000 copies of an illustrated folder presenting personalities and programs heard regularly on the station, including a review of studio personnel.

Orchestra Names

CONTEST among listeners to name the new staff orchestra to be conducted the coming season by Maurice Spitalny, music director of KDKA, Pittsburgh, climaxed Sept. 8 with a special program during which results were announced and prizes awarded for the six best name suggestions. First prize was an RCA-Victor combination phonograph and all-wave radio receiver, with five RCA table model receivers going to other winners. KDKA and NBC announced the contest Aug. 11, and entries were accepted by mail until midnight Aug. 25. Judges of the contest were Dick Fortune of the *Pittsburgh Press*; Harold Cohen, of the *Post-Gazette*, and William J. Lewis of the *Sun-Telegraph*.

* * *

Bulbous Message

A FROSTED lamp bulb, sent to radio editors by General Electric Co. contains a much-folded strip of paper announcing the resumption of the *Hour of Charm* with Phil Spitalny's All-Girl Orchestra for a fourth session on NBC-Red. Removing the base of the bulb brings the message to light.

* * *

'Big Town' Reactions

KWTO-KGBX, Springfield, Mo., invited business men to audition first program of the *Big Town* transcription series sponsored by Lever Bros. for Rinso. Each listener was interviewed on his reaction and the recorded views were sent to Lever Bros.

BROCHURES

NBC: Tint-block folder brochure, "On the Air with History in the Making", promoting NBC's on-the-spot foreign news coverage, featuring NBC's series of broadcasts by European statesmen.

WARWICK & LEGLER, New York: First issue of the agency's new promotion booklet, "Ad Quiz", containing questions and answers on advertising problems and developments.

TOM FIZDALE, New York: Spiral-bound promotion folder heralding the return Sept. 5 of *Fibber McGee & Molly* to the Johnson Wax program.

RADIO ATTRACTIONS Inc., New York: Two-color brochure announcing "pertinent facts" about its new transcribed series, *Pinocchio*.

WNAX, Yankton, S. D.: Individual talent brochures, each folder describing a single star or act available on the station, for presentation to prospective sponsors.

YANKEE Network: Football brochure promoting Yankee's *Casey at the Mike* series featuring Eddie Casey.

WRC-WMAL, Washington: Salmon-color portfolio containing individual one-page descriptions of programs available for sponsorship on either station.

KMA, Shenandoah, Ia.: File folder with historical, market and merchandising data.

WBIG, Greensboro, N. C.: Four-page folder "$1,000,000 a Day", discussing income of tobacco growers in WBIG's area.

KFH, Wichita: Plastic-bound brochure with market, program, promotion and other data.

WKBZ, Muskegon, Mich.: Brochure describing station activities and staff, observing fifth anniversary of station's location in Muskegon.

WCAU, Philadelphia: Offset-printed multi-color brochure with moderne motif picturing studio and station equipment.

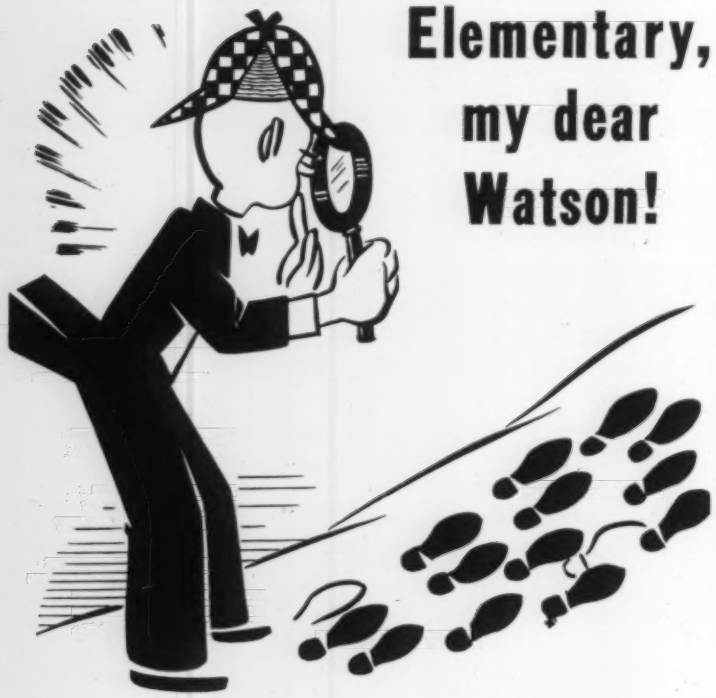
Here are 15 Really Vital Spots

YES, these 15 NBC programmed stations are Vital in every sense of the word. Vital because in ten of the richest markets in America these stations are continually proving their ability to do a knockout sales job for spot advertisers . . . Vital because programming by NBC assures the finest in radio entertainment, attractions that build and hold audiences . . . Vital because each of these stations has given special attention to the activities of its own territory, thereby establishing for itself an unsurpassed local identity.

- **WBZ** 50,000 Watts—990 kc. . } Boston
- **WBZA** 1,000 Watts—990 kc. . } Springfield
- **WENR** 50,000 Watts—870 kc. . . . Chicago
- **WMAQ** 50,000 Watts—670 kc. . . . Chicago
- **WTAM** 50,000 Watts—1070 kc. . Cleveland
- **KOA** 50,000 Watts—830 kc. . . . . Denver
- **WEAF** 50,000 Watts—660 kc. . . New York
- **WJZ** 50,000 Watts—760 kc. . . New York
- **KYW** 10,000 Watts—1020 kc. Philadelphia
- **KDKA** 50,000 Watts—980 kc. . . Pittsburgh
- **KGO** 7,500 Watts—790 kc. San Francisco
- **KPO** 50,000 Watts—680 kc. San Francisco
- **WGY** 50,000 Watts—790 kc. Schenectady
- **WMAL** 500-250 Watts—630 kc. Washington
- **WRC** 5,000-1,000 Watts—950 kc. Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all 15 NBC Programmed Stations.

NATIONAL BROADCASTING COMPANY The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE



Elementary, my dear Watson!

WHAT would you deduce from this pair of facts:

1. More local advertisers use KDYL than any other station in Salt Lake City.
2. KDYL's local rate is not lower than that of any other local station.

The deduction, of course, is clear. Local advertisers have found that KDYL brings buyers into their stores. In a word—*results!*

It's a pretty good plan for manufacturers who seek sales to follow the trail of local advertisers in the selection of media. As Sherlock Holmes might have said, "It's elementary, my dear Watson!"

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

Plugs Clipped

DURING the war crisis Narragansett Brewing Co. is using painless commercials on its Yankee Network News programs, i.e.: "As long as regular news broadcasting periods are devoted chiefly to reports of tragic happenings in a troubled world, the Narragansett Brewing Co., Cranston, R. I., whose advertising messages are usually presented at this time, prefers to make only this simple announcement: 'The famous Narragansett Ale and Lager are brewed with seedless hops.'" Copy is written by Arthur Braitsch, Providence.

Sherlock for Grove's

GROVE LABORATORIES, St. Louis (Bromo-Quinine), thru Stack-Goble Adv. Agency, New York, on Oct. 2 starts *Adventures of Sherlock Holmes* for 22 weeks on 18 NBC-Red and Blue stations, Mon., 8-8:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST), and a transcribed rebroadcast, Tues., 5:30-6 p.m. (PST). This procedure will be followed weekly under the new NBC arrangement to release transcribed shows on the Blue network. Program will originate from NBC Hollywood studios, Mon., 8-8:30 p.m. (EST) and be released to KLO KUTA KVOD and 32 NBC-Blue stations, with West Coast repeat, 9-9:30 p. m. (PST), on KFI KPO KGW KOMO KHQ KMJ KDYL KOA. Transcribed version will be released Tues., 5:30-6 p. m. (PST), to Blue stations KFSD KTMS KECA KGO KEX KJR KGA. Basil Rathbone will be featured in the title role of the series, with Nigel Bruce as Dr. Watson. Tom McNight is to produce and Edith Meiser, write the series.

Ward Starts Penner

WARD BAKING Co., New York (Tip Top Bread), on Oct. 5 starts *Tip Top Show* with Joe Penner for 26 weeks on 30 NBC-Blue stations, Thurs., 8:30-9 p.m. (EST). Although the program will originate from Hollywood, it will not be released to the West Coast. Besides Penner, cast is to include Russ Brown and Dick Mack, comedians; Gay Seabrook, comedienne; Kenny Stevens, singer, and an orchestra. Glenn Heisch, KFI-KECA, Los Angeles, production manager, is to produce the series for the agency. He will also continue his station duties. Arnold Maguire will be NBC producer on the show. Lawrence Holcomb, radio director of Sherman K. Ellis Co., New York, agency servicing the Ward account, was in Hollywood during late August to complete details for the program. Signed as writers on the show are Hal Fimberg, Leonard Levinson and Bob Phillips.

Household Feeler

HOUSEHOLD FINANCE Corp., Chicago, in a one-station test of 30-word service announcements, selected WCAE, Pittsburgh, to carry its time signals and weather reports daily except Sunday for 52 weeks, effective Sept. 17. BBDO, Chicago, is agency.

Suit for Invasion Of Privacy Upheld

Federal Court on Coast Holds Individual May Sue

THE Federal Court in San Francisco has set a precedent by handing down a ruling upholding the right of an individual to sue broadcasting companies and program sponsors for invasion of privacy.

The decision was made by Federal Judge A. F. St. Sure in denying the motion of the Rio Grande Oil Co., sponsor of *Calling All Cars* over the CBS stations in the West, to dismiss the suit which was brought by Howard Mau for asserted unauthorized use of his name on the broadcast.

Sets a Precedent

The case was said to be the first on record in California in which the claim was made that the privacy rights had been invaded by a radio broadcast. Judge St. Sure ruled that the plaintiff may collect damages upon proof of claim that his "right to be let alone" had been violated.

Plaintiff Mau's suit asserts that the *Calling All Cars* program of Aug. 4, 1938 contained details of a robbery in 1937 during which Mau, a chauffeur, was held up and badly wounded by a bandit. The complainant states that ever since he has been subject to acute nervous attacks at mention of the shooting and the program's unauthorized use of his name caused considerable mental anguish. Rio Grande and CBS, co-defendant, were given 10 days in which to file an answer to Mau's action.

Larus Hockey

LARUS & BRO. Co., Richmond, Va., (Edgeworth tobacco, Domino cigarettes), will sponsor 24 play-by-play reports of the home games of the Boston Bruins hockey team this November from Boston Garden on WAAB, Boston, and Colonial Network stations. Tuesday night games, starting Nov. 14, will be heard from 9:45 to 11 p. m. with Frank Ryan announcing on WAAB WEAN WSAR WFEA WNBH WLLH WLNH WRDO and WCOU. Sunday games start Nov. 19 and will be heard 10-11 p. m. on WSAR WFEA WNBH WNLH WRDO and WCOU. The company is also sponsoring a quarter-hour series titled *Sports Broadcast* with Frank Ryan as commentator on WAAB, Boston. Programs will be heard Mondays through Saturdays, 5:45-6 p. m. Warwick & Legler, New York, is the agency.

Akron Lamp on 6

AKRON LAMP Co., Akron, is selecting about six stations with established farm audiences for its 1939-40 campaign to begin about Oct. 1. Barn dance type programs and announcements will be used. The account is placed through Guenther-Bradford & Co., Chicago.

COINCIDENT with the FCC announcement that the *Cedar Rapids Gazette's* application for a new 100-watt station on 1400 kc. had been set for hearing Nov. 8, the FCC announced that J. D. Falvey, newspaper and radio advertising man of Ottumwa, Ia., has applied for a new 100-watt station on 1210 kc. in that city.

Exhibitor space for the 11th ANNUAL INTERNATIONAL PETROLEUM EXPOSITION, May, 1940, with its 20 acres of exhibits, is already 82% sold! This is the World's Fair of the Oil Industry, located in Tulsa, Oklahoma, the Oil Capital of the World.

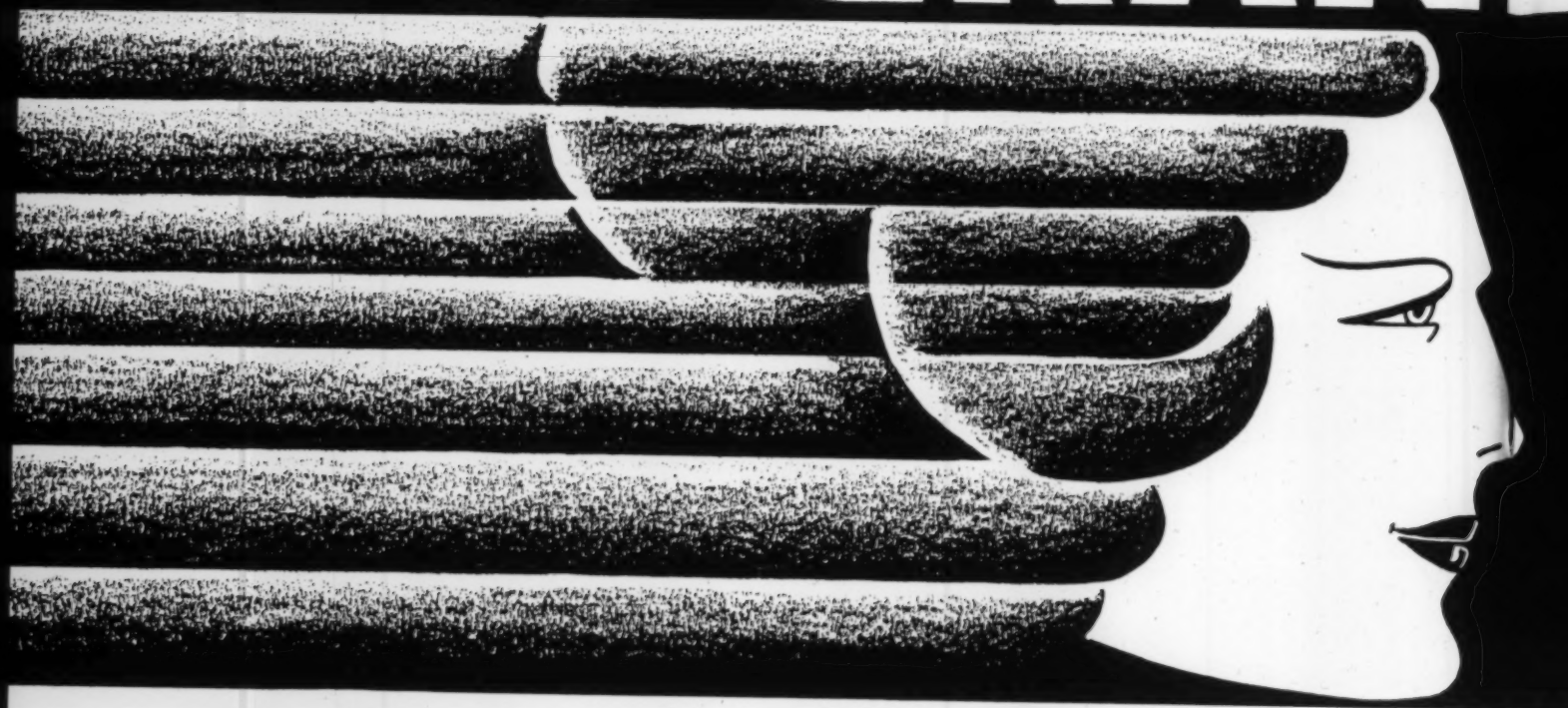
The International Petroleum Exposition is the world's largest single industry show, attracting exhibitors and patrons from every corner of the globe.

Tulsa is the clearing point for billions of dollars of oil money. Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers.

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's Greatest Market with KVOO! 25,000 watts. Unlimited time. Both N.B.C. Networks.

EDWARD PETRY AND CO., Inc.
National Representatives

FIFTY GRAND



COLUMBIA go

WHAT'A JOB WE'LL DO FO

D IN WATTS!

oes WCKY

★ SEPT. 24· *L. B. Wilson*

FOR THE ADVERTISER !

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

War & Words

EUROPE has embarked upon a war of words as well as of bullets. Propaganda has reached an all-time high, largely because in this war there is radio broadcasting as a new and potent military force. Stringent censorship has given rise to unbridled rumor. The task of objective, accurate reporting, therefore, has been made more than hazardous for a neutral nation such as ours.

It is radio's first war job as a news medium. Thanks to an enlightened Administration, a cooperative press and a broadcasting industry ready to shoulder its public service responsibilities, the American people are getting their news on the biggest story of the generation in as direct, uncensored and accurate form as is humanly possible. Responsibility for maintaining this service, without Government restraint, has been voluntarily assumed by radio.

With the first fortnight of hostilities behind them, broadcasters have settled down to do their job with laudable lack of emotion and minimum disruption of normal operations. A whole nation has become ear-minded. The public has confidence in its loudspeakers. The industry must not imperil or destroy that confidence by becoming the purveyor of reports which unduly arouse. It must label its reports for what they are. It must not editorialize beyond the expert analyses of qualified analysts.

The policies on war coverage drafted by the three major networks show commendable foresight. They are sufficiently flexible to permit the industry to continue to perform the rounded service expected by the public. It would be foolhardy to strip radio's coverage to a mere bulletin service, rehashing already published reports. Radio has been recognized as a new medium in its own right. Having fought for and attained that status, it cannot retrogress. It must not let its listeners down.

The Administration, from the President down, has been more than considerate toward broadcasting. The Chief Executive has stated he wishes no censorship of radio or the press. The FCC's new chairman, James Lawrence Fly, and his colleagues, while on the alert, have taken a position of cooperation.

But there is no blinking the fact that these are perilous times. The alacrity with which the FCC pounced upon WMCA, threatening its deletion for allegedly intercepting secret communications of Germany and Great Britain, shows clearly and coldly that Uncle Sam will brook no acts endangering our neutrality, however innocent or naive. The WMCA "show cause" order was drastic and swift, a harbinger of what may happen to others who do not exercise scrupulous care.

Radio is a peculiarly powerful medium. Because it is so sensitive, so close to the people, it is all the more vulnerable in time of stress. Since the outbreak, the "public interest" requirements have changed. Adjustments must be made, and have been in most obvious instances. The opportunity exists to make them voluntarily. The NAB has pitched in already with advice to stations. President Miller sat in with the networks in devising their policies.

To us it seems, aside from the steps already taken, there are other factors which must be dealt with promptly. It is by no means certain as yet that the FCC or some other Governmental agency, by virtue of a presidential proclamation on communications, will not issue more rules designed to preserve our neutrality. The Government desires to work out the problem by cooperative measures, but if that does not prove feasible, intervention must be expected.

We glean from conversations with high Government officials that foreign-language stations are in a particularly vulnerable spot. Even at the sacrifice of revenue, they would do well to eliminate all news broadcasts and commentaries in other than English. No matter what the degree of surveillance, it is known from experience that the native tongue stirs emotions and partisanship. The FCC does not want to adopt a rule that might connote censorship, but it may find that course necessary if there is provocation.

As for independent stations, the desirable course appears to be that they shun local debates or speeches on the war situation. Members of Congress and other Federal officials upon whom devolves the responsibility for maintenance of neutrality, of course, cannot logically be refused time under the "controversial issue" ban. But local "spellbinders" are taboo.

In commercial messages war discussion should not be allowed. Moulding of public opinion is not the function of the sponsor. Collection of funds for refugees might prove a boomerang. News about movement of vessels also should be avoided. A good rule might be, "When in doubt, don't. There is always time to check."

The broadcasting industry owes its gratitude to the Administration for its fairminded approach to radio's problem. The manner in which the press associations and newspapers generally have collaborated is also a source of real gratification. At the drop of the hat, when spurious rumors were started, the Fourth Estate jumped to radio's defense, remembering its own plight in the last World War, which it surmounted by the very type of voluntary self-restriction radio is now pursuing. But more than that, the press associations have been generous in supplying news to radio and in permitting their European correspondents to broadcast direct to American listeners.

Radio, by and large, can feel justly proud of its job to date. But it must keep in mind that the picture changes quickly, and that cool and intelligent judgment is required at all times if it is to steer its own voluntary course.

A COMMON SENSE view of libel and slander as it affects radio is taken by the Pennsylvania Supreme Court in holding that stations are not liable for ad lib defamatory remarks uttered by other than their own employes. Chief Justice Kephart, in upsetting the meager legal precedent on "radio libel", presented cogent, sound and reasonable arguments. The court reversed an inferior court decision against NBC awarding the Summit Hotel of Uniontown $15,000 because of an extemporaneous remark by Al Jolson, in his erstwhile Shell-sponsored program.

'X' Marks Spot

IN NORMAL TIMES it is easy to understand why buyers of radio time, or prospective ones, go scientific. They do everything short of demanding a door-to-door canvass of the audience to ascertain what they might expect in the way of listeners per mill of expenditure albeit they know before they start their "survey" that radio for most wares and services pulls more per advertising dollar spent than any other medium.

These, sadly, are not normal times. Responsibility for the state of affairs in Europe, however, cannot be placed upon events in this hemisphere, and business must go forward in its stride. American radio, because of its alertness, has surged ahead, perhaps doubling its normal audience practically around the clock. While radio has no other war-period precedents upon which to rely, the World War (No. 1) history of printed media indicate that business will forge ahead—perhaps not in boom proportions, but nevertheless improve.

We get authentic reports that a number of accounts and their agencies desire to use spot nationally, but are protesting lack of guaranteed chain-break or evening time on first stations in every market. Apparently they are indulging in more of that slide-rule buying technique.

To us it seems that advertisers and agencies should realize that today *any* time is good. The assured daytime housewife audience has been augmented by millions of regular listeners wearing pants in office and factory. Dealers report unprecedented set sales. A whole nation is listening during practically every waking hour.

So to prospective radio advertisers—national, regional or local, network, transcription or announcement—we aver that radio today offers *bonus* coverage never before available, and that any buy any time of the day or night is a good buy. Just mark that "X" anywhere on the schedule, and it's the spot.

We Pay Our Respects To —

JOHN WEST RUNYON

WERE you to express a desire to meet the man behind the radio scene of Buchanan & Co. and your wish was granted, you'd be ushered into an unpretentious Hollywood office and introduced to John West Runyon, newly-appointed national radio director of that agency. He's a well-built, dark-haired, serious-minded chap of 34. Although young in years, he's a veteran in his field, with 14 years of time buying and production experience to his credit. Mention his name to radio or agency men, and their reaction is immediately one of respect and esteem.

Jack, as he is familiarly known, was born in San Francisco on Sept. 8, 1905, and attended grade school there. When his family moved to Southern California, he enrolled in Pasadena (Cal.) High School. Later he went to University of California, graduating in 1926. He is an Alpha Delta Phi. A decided flare for the theatrical marked his school career. He produced musicals and also had a dance band which helped defray college expenses.

Because his father, F. F. Runyon, is owner and publisher of the *Pasadena* (Cal.) *Independent* and brother Fred Graham Runyon, editor of the *Glendale* (Cal.) *News Press*, Jack followed tradition. He handled national display advertising for various publications during vacations and his senior college year, but after a brief fling abandoned his newspaper career.

In July 1926, after graduation from college, he entered the advertising agency business, joining Lord & Thomas, Los Angeles, as space buyer. In early 1928 he was elevated to account executive as well as West Coast radio director of that agency, advancing to the post of assistant national radio director. He remained with Lord & Thomas for approximately 14 years. During that time he produced and directed more than 1,500 shows and not one of his own creations received a coincidental rating of less than 38%. His all-time high rating was achieved during *California's Hour*, a program sponsored on the Don Lee Network, and which registered a 70% coincidental.

Jack was the first producer to use Bing Crosby on a sponsored program. That was when MJB Coffee Co., San Francisco, presented the crooner twice weekly on the *Demi-Tasse Revue* over NBC. Other firsts included Louella Parsons, Gogo Delys, Kay Thompson, Gus Arnheim, Ted Fio Rito, Phil Harris, Tizzie Lish, Don Wilson, Conrad Nagel and others. Among the many shows Jack has produced, he numbers *Amos 'n' Andy*, *Lum & Abner*, *Armour Hour* with Phil Baker, *Lucky Strike Magic Carpet*, *Sunkist Program* with Louella Parsons, *Hollywood Discoveries* with Hedda Hopper, and of course the justly famous *California's Hour* series.

At one time or another he has directed for radio practically every important star in Hollywood films. Along with his radio duties, Runyon was also director of the special service department of the agency and obtained all film name testimonials for Lord & Thomas accounts.

The toughest assignment of his career was while handling the NBC *Lucky Strike* program. He handled the Hollywood part of the show. One late Thursday afternoon he received a wire from the sponsor requesting him to obtain 10 Olympic winners for the following Saturday broadcast. The show, transmitted at 5 p.m., from Los Angeles, had to incorporate a simulated broadcast of the grand Olympic Ball, to be held in the Biltmore Hotel, that city, on Saturday night, at 9 o'clock.

It so happened that all events of the Olympic Games had been completed, and the tired athletes were pulling stakes for home. Jack found himself confronted with the problem of rounding up 10 winners and getting them to the studio in time for the broadcast. He obtained a police escort and went to work. After considerable difficulty, the ingenious Runyon was on his way back to the studio followed by Olympic athletes on the rear of police motorcycles, on running boards of automobiles and in practically any conveyance handy. When they all arrived and counted noses, Jack found that he had 13 in all, including Eleanor Holm and Helene Madison in wet bathing suits. In addition he had bagged the International as well as American presidents of the Olympic Games. They were all presented on the program, some with aid of interpreters.

Among the important highlights of his radio career, Mr. Runyon lists production of *California's Hour*, sponsored by the California Chain Stores. This show was designed to impress Californians with the necessity of defeating a controverted chain store bill of considerable national importance at that time on the ballot. So intense was the civic appeal and so superb the showmanship, that the program polled a 70% listening audience, equal to that of Major Bowes over a national network. Defeat of the bill was accomplished. Subsequent articles in *Time*, *News-Week* and *Fortune* magazines lend authority to the important role of Jack Runyon and *California's Hour*.

Playing no small part in the scheme of things is Mrs. Runyon, the former Decla Dunning of Los Angeles, whom he married Dec. 12, 1934. Two children make up the rest of the Runyon household. There is 12-year-old Ann (by a former marriage) and little John Carroll, affectionately called Ricky, who is 2½ years of age. Jack spends a great deal of time with his family. He takes great pride in his 30-year-old farmhouse home which has been remodeled to the tastes of Mrs. Runyon and himself. The acre estate is homey and covered with avocado and orange trees. Seemingly way out in the country, it actually is only three minutes from his office on Hollywood Blvd. Jack loves to play host to his many friends who drop in for an evening. He enjoys exchanging ideas with them, is an entertaining story teller, has the knack of putting people at ease not only at his home but in business also.

An athlete and lover of sports, Jack admittedly works best under fire and can speed up when he finds he has but a short time in which to accomplish a desired result. He was a member of the University of California crew and loves to hunt and fish. He doesn't play golf, but excels in swimming and the games of tennis and squash.

Among Hollywood celebrities he numbers Lum & Abner as constant companions on his hunting and fishing expeditions. An ace production man, Mr. Runyon feels that his real forte is in the creation of ideas and their fulfillment. He is at his best when attempting to create something new for radio. As radio director of Buchanan & Co., which post he assumed Sept. 1, he is at present teaming up with Ed Gardner, agency producer of the new CBS *Texaco Star Theatre*, series, sponsored by Texas Co., for a bigger and better show.

Personal NOTES

M. J. HUMPHREYS has been promoted to commercial director of CFCF, Montreal, following the promotion of James A. Shaw to manager [BROADCASTING, Sept. 1]. Other changes include E. A. Smith, appointed director of publicity and sales promotion; E. Hewetson, program director; H. G. Young, in charge of special events and assistant in sales.

L. F. CRAMER, formerly general sales manager of Allen B. DuMont Laboratories, New York, has been appointed general sales manager of Wire Broadcasting Corp. of America, New York.

HOWARD S. LEROY, Washington attorney, has incorporated into a 141-page book his notes and papers on *Aeronautical and Radio Law*, relating largely to international communications as affected by the evolution of radio and aeronautics. The eight articles are reprints of papers published previously in various journals.

FELIX GREEN, American representative of British Broadcasting Co., with headquarters in New York, is in Hollywood surveying radio programs adaptable for transcribing.

ED BOWERS, recently with MBS, Chicago, in a sales capacity, and prior to that radio director of N. W. Ayer & Sons, Chicago, has resigned to become a radio consultant and writer. He has established headquarters at 360 N. Michigan Ave., Chicago.

RUDOLPH MARCOUX, formerly of the *Bangor Daily News*, has joined the sales staff of WABI, Bangor, Me.

ART CROGHAN has left the commercial department of WTOL, Toledo, to become commercial manager of WJBK, Detroit, under a six-year contract negotiated with James F. Hopkins, WJBK president and general manager. Mr. Croghan started in radio in 1927 with KWK, St. Louis, going to WDGY, Minneapolis, in 1930 as national sales manager.

LUTHER REID, formerly assistant publicity director of CBS, has been appointed to the newly-created post of director of publicity for WABC, CBS key station in New York. Appointment is a further step in the development of WABC in its own right, which began early in 1938 when Arthur Hull Hayes was appointed sales manager of the station which had previously been represented along with other CBS managed and owned stations by Radio Sales. Mr. Reid, in addition to publicizing WABC, will also continue to handle network publicity in the New York metropolitan area.

PAT BUFORD has been named manager of KHBG, Okmulgee, Okla., with the transfer of the station to its new ownership. The staff includes Lucille Buford, commercial manager; A. F. Schultz, chief engineer; J. H. Smith, assistant engineer; Fred Gaye, Roy McKee and Bill Conine, announcers; Charles Dabney, salesman.

NEAL SMITH, since last fall assistant manager of WCOL, Columbus, O., on Sept. 1 was promoted to manager.

HAROLD BURKE, manager of WBAL, Baltimore, with his wife and two children were among the passengers on the U. S. liner *Washington* returning from England Sept. 8, carrying Americans fleeing European hostilities. They had been gone about a month on a European vacation, which took them to France, Holland and England.

JACK KNOTT, formerly of KOCA, Kilgore, Tex., has joined KICA, Clovis, N. M., as commercial manager.

LARRY NIXON, author and publicist, formerly director of publicity for WMCA and WNEW, New York, has joined the New York radio bureau of United Press. Other recent additions to this bureau include Ed Hale, formerly with UP in Chicago, and Ralph Palmer, previously with the *New York World-Telegram* and the *Gateway to Hollywood* radio series.

GEORGE HARRISON PHELPS, former owner and founder of what is now WXYZ, Detroit, and a former vice-president of the NAB, has announced the opening of his own public relations office at 610 Fifth Avenue, New York. Telephone is Circle 5-8073.

BOYD W. BULLOCK, formerly assistant manager of publicity of General Electric Co., Schenectady, N. Y., has been appointed advertising manager of the appliance and merchandise department of General Electric at Bridgeport, Conn.

KEN SOBLE, managing director of CHML, Hamilton, Ont., and president Metropolitan Broadcasting Service, Toronto, on Sept. 5 married Miss Frances Leibel in Toronto.

BARRON HOWARD, business manager of WRVA, Richmond, Va., is the father of a girl born recently.

J. HARLEY HUBBARD, formerly commercial manager of WOPI, Bristol, Tenn., has joined KFDA, Amarillo, Tex., as sales representative.

ARTHUR MANUEL Jr., account executive of KDB, Santa Barbara, Cal., on Sept. 1 was appointed commercial manager, succeeding Bill A. Skaggs, resigned.

ALBERT M. SNOOK, formerly of the sales department of KOMA, Oklahoma City, has resigned to join WJJD, Chicago.

FRED CHERRY, merchandising director of WMMN, Fairmont, W. Va., is the father of a boy born recently.

R. R. POWELL, advertising manager of WCOA, Pensacola, has been appointed manager of Florida's newest radio station, WTMC, Ocala. He assumes his duties this month.

GORDON LLOYD, formerly with WNEW and WINS, New York, and for seven years with the *New York Journal-American*, has joined the sales staff of WMCA, New York.

VIC NEILSON, new manager CJRC, Winnipeg and CJRM, Regina, was presented with a mantel clock by the staff of CFCF, Montreal, which he had managed, as he left to take over his new post.

ROBERT R. TINCHER, manager of WNAX, Yankton, S. D., spent two weeks with his reserve officers corps at Fort Meade, Rapid City, S. D.

ROBERT KAUFMAN of the former KEHE, Los Angeles, has joined KFWB, Hollywood, as account executive.

CLARENCE PERSONS, Alabama U. graduate, and formerly with GE, has joined the sales staff of WAPI, Birmingham.

TED HERBERT, salesman of WOR, Newark, on Sept. 2 became the father of an 8-pound boy.

PHILLIP L. BARBOUR, of the NBC International Division, New York, has been placed in charge of foreign stations and foreign press relations.

AMES G. SULLIVAN, salesman of KNET, Palestine, Tex., on Aug. 14 became the father of a 7¾ pound son, Jon Carl.

EARLE G. CLEMENT has been named manager of WLNH, Laconia, N. H., replacing Edward Lord.

IRVING F. WELCH, formerly advertising manager of KALB, Alexandria, La., has joined WCOA, Pensacola, Fla., in that capacity.

The NAB Code

7 Years Ago

WWVA

The L. P. Lehman and Staff religious broadcasts made their initial bow to WWVA listeners. That they have succeeded in a tremendous measure is proof that they have held to the principles set forth in the recently adopted Code of the National Association of Broadcasters.

"It should be the purpose of the religious broadcast to minister broadly to the varied religious needs of the community."

The L. P. Lehman and Staff WWVA broadcasts have, over seven years of service, ministered broadly to the important rank and file of WWVA listeners, even as our own general prime service is aimed in that same direction.

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Meet the LADIES

LUCILLE NEILSON

ONE OF THE FEW women commercial managers of broadcasting stations in the United States, Miss Neilson, of KLAH, Carlsbad, N. M., got into radio "through the backdoor" via KIUN, Pecos, Tex. She was a teacher of expression and dramatic coach in the little Texas community, and started telling children's stories over the radio. Then she gravitated to selling, writing and directing skits. When KLAH was started in 1936 by the owners of KIUN, she joined the staff as commercial manager and has been there ever since.

Winston Heads KFAR

JACK WINSTON, formerly with NBC in San Francisco, has been appointed manager of the new KFAR, Fairbanks, Alaska, which will begin broadcasting on Oct. 1, having been authorized last year by the FCC to operate with 1,000 watts on 610 kc. W. K. Foster, formerly commercial manager of KINY, Juneau, Alaska, has been named assistant manager and sales director. Mr. Winston is a University of California graduate who for several years had his own band and was known as *The Gentleman From the South*. The new Alaskan station is owned by Capt. A. E. Lathrop, pioneer mining man and industrialist of the territory.

Becker to WTBO

FRANK BECKER, chief engineer of WFIL, Philadelphia, resigned effective Sept. 15 to become manager of WTBO, Cumberland, of which he is half owner. H. B. McNaughton, general manager of WTBO, resigned that post Sept. 1, having previously sold out his interest in the station. Mr. McNaughton has not announced his future plans.

CLAIMANT of some sort of a golfing record in radio is J. L. Allabough, program director of WJJD, Chicago, who recently played 72 holes in six hours and 33 minutes on the Black River Country Club course, Port Huron, Mich. His scores were 88, 87, 80, 94.

KENNETH TINKHAM, manager of KMTR, Hollywood, has been made a member of the United Air Lines' 100,000 Mile Club, an organization limited to persons who have traveled 100,000 miles or more by commercial airlines.

BEHIND the MIKE

NEIL COLLINS, former publicity and special events director of WHK-WCLE, Cleveland, and recently radio director of the World's Poultry Congress, has been appointed program director of WDZ, Tuscola, Ill. Don Ebersbach, former program director, has been shifted to director of the WDZ Artists Bureau. Herbert Johnson, formerly with Bernie Cummins orchestra, is now musical director of WDZ and Robert Mills has been appointed staff pianist and arranger.

JAMES COY, special events announcer of KCMO, Kansas City, has been promoted to program director. He will be assisted by Grayson Enlow, announcer and sound effects man, who has been assigned to production. Additions to the KCMO announcing staff include Charles Lewis, formerly of KMTR, Los Angeles, and Kenneth Heady, previously heard in local radio shows.

TED KIMBALL, formerly of WRC-WMAL, Washington, has joined the announcing staff of KSL, Salt Lake City.

WITHROP DUTY, new to radio, has joined WABI, Bangor, Me. Robert Smith, staff announcer, has taken over the WABI news room at the *Bangor Daily Commercial*, replacing Kahlil Aycob, who has taken a position with the *Commercial*.

DAVIDSON TAYLOR, assistant to W. B. Lewis, CBS vice-president in charge of broadcasts, on Sept. 15 was to address the Congress of the American Musicalogical Society in New York on "Music Written for Radio".

KARL SCHROEDER, program director of KICA, Clovis, N. M., is to marry Geraldine Jones.

ELLIOT GOVE, formerly of WOKO, Albany, has joined the announcing staff of WSYR, Syracuse, N. Y.

MARCUS BARTLETT, musical director of WSB, Atlanta, and a recent graduate of Emory University, recently was presented a diamond-studded badge at the annual convention of his fraternity, Sigma Chi, as winner of the annual Balfour award, the highest honor the fraternity confers on its members.

FRANK BIGNELL, formerly of KTUL, Tulsa, Okla., has joined the announcing staff of WJJD, Chicago.

LEONARD BROWN, formerly of WMBH, Joplin, Mo., Albert Lane and Mary Ellen Gutherless have joined the announcing staff of KGNF, North Platte, Neb.

BILL TRAUM, formerly of WROK, Rockford, Ill., has joined the announcing staff of WJIM, Lansing, Mich.

SAM BALTER, commentator, after several weeks on the West Coast, has returned to Philadelphia, where he is originating his thrice-weekly program, *Inside of Sports*, on MBS, under sponsorship of Bayuk Cigar Co. (Phillies). His programs from the West Coast originated at KHJ, Los Angeles.

BUD FINCH, recent Yale graduate, has joined the announcing staff of WELI, New Haven, Conn.

MORGAN R. LEWIS, new to radio, has joined the Arizona Network's news staff, and is announcing the regular evening news programs originating at KOY, Phoenix.

MORT WERNER, singing announcer of KMTR, Hollywood, and Martha Wilkerson, continuity writer and production assistant of that station, were married March 18, they recently revealed.

RAYMOND F. BARNETT has been named assistant to R. W. Dumm, merchandising manager of KSFO, San Francisco, in charge of promotion. Jack Gregson, KSFO announcer, married Ernestine Rogers, of Salt Lake City, on Sept. 1. Herb Lyser, KSFO news bureau editor, has left the station to return to the University of California, where he will study public administration.

CESAR SAERCHINGER, former London representative of CBS, now residing in New York, and Mrs. Saerchinger, have announced the marriage of their daughter, Dagmar, to Christopher Wilson, Aug. 24, in Harrison, Me.

ROBERT N. PERRY, program director of WORL, Boston, on Sept. 11 married Helen Howorth, WORL production manager. Marjorie Spriggs, publicity director of the station, has returned to full time duty after a summer handling publicity for a summer theater in addition to that of the station.

PAUL PIERCE, CBS Hollywood continuity editor and special events announcer, has completed a two-reel film in color depicting activities of the network's special events staff broadcasting from Grand Coulee and Metropolitan Water Aqueduct, the latter involving eight different programs. The film will be shown by CBS in West Coast schools as an educational feature. Pierce filmed, edited and titled the pictorial feature.

EDWARD DE SALISBURY has left his position as sales promotion manager of NBC Artists Service and has not announced future plans.

DICK JOY, a former CBS staff announcer, has been selected as commercial announcer for the *Silver Theatre* programs, which will be renewed Oct. 8 on CBS by the International Silver Co.

MARJORIE UHFELDER, secretary to comptroller Jacques Van Straten of WHN, New York, was married Sept. 10 to Raymond Kantrowitz of New York.

Landed Marlin

GEORGE SUTTON, Washington radio attorney and one of radio's most ardent fishermen, enjoyed an exceptionally good season this summer, 26 marlin having been taken from his yacht off Ocean City, Md. He accounted for about half of them and guests for the others. Among the radio men who caught marlin while fishing with Sutton were Clifford M. Chafey, WEEU-WRAW, Reading, Pa.; John Laux, KQV, Pittsburgh, and Clair McCollough, Mason-Dixon Group.

JACK WOOD has joined the announcing staff of WOWO, Fort Wayne, and will assist John Hackett.

HERBERT PLUMMER, Francis J. McCaffrey and Stanton Prentiss, Washington newspaper correspondents, have joined the special events staff of WJSV, Washington.

BILL STERN, NBC sportscaster, has been assigned to the Blue network exclusively, it was announced Sept. 6. Stern's broadcasts will range from prizefights to winter sports, including the Adam Hat series of championship boxing bouts, football games and track and field meets.

BERNARD DUDLEY, announcer of WNBX, Springfield, Vt., recently married Elizabeth Butler in Norfolk, Va.

ROBERT F. ANTHONY, formerly of WIBX, Utica, N. Y., has relieved Nick Carter at WNBX, Springfield, Vt., as continuity director and announcer while Carter is vacationing.

WILLIAM MORROW and Edmund Beloin, Hollywood writers on the NBC *Jack Benny* program, have been signed to write dialogue for his coming film, "Buck Benny Rides Again".

a service to the industry

BROADCASTING COMPANY WHO 50,000 WATTS CLEAR CHANNEL NBC RED NETWORK DES MOINES · IOWA

August 29, 1939

Mr. Martin Codel,
Broadcasting Publications, Inc.
National Press Building
Washington, D.C.

Dear Martin:

We received copies of the "Rules and Regulations and Standards Applicable to Standard Broadcast Stations" in booklet form from your organization this morning and want to take this opportunity of thanking you for your alertness in rendering special service, when needed, to radio stations.

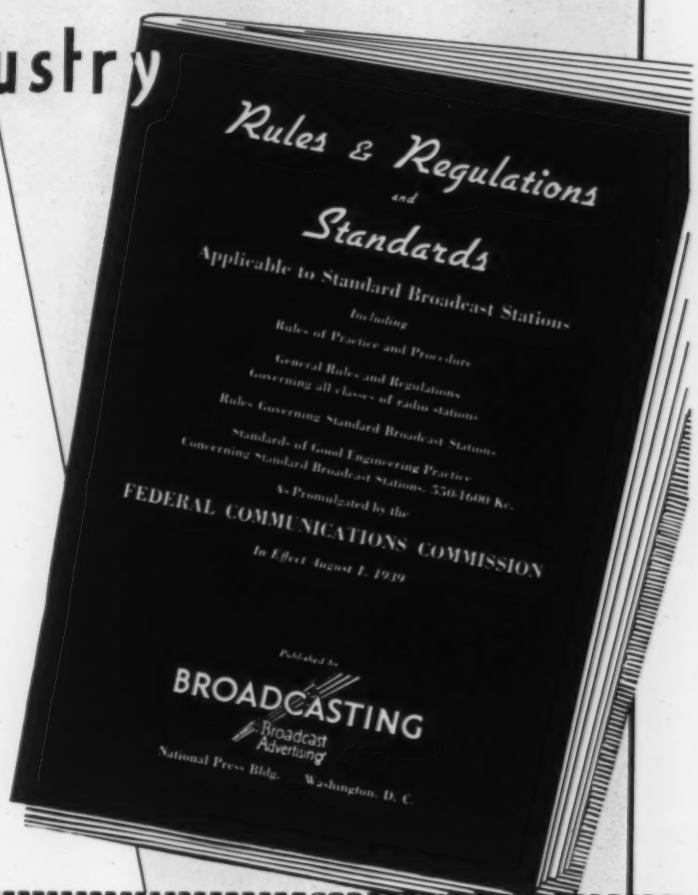
Your excellent work in preparing maps of all districts of the United States in your July 1, issue is, also, another special service that we appreciate.

I thought that I would write you while I thought about it because sometimes a few kind words of praise will encourage you to continue your efforts. You boys are really working hard for us and deserve all you get.

Sincerely,

WHO - DES MOINES

J. O. Maland
Vice President



PRICE PER COPY, 60¢ ☆ 72 pages

☆ 2 OR MORE COPIES, 50¢ EACH ☆

BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.

☐ Send me_____copies @ 50c each.

Name_____

Firm_____

Address_____

City_____ State_____

JACK RICHMOND, formerly vocalist with Glen Gray's Casa Loma orchestra, has joined the announcing staff of WKBZ, Muskegon, Mich. Bob Quinn, announcer of WKBZ, has resigned to enter the University of Iowa, where he will complete his senior year. Engagement of Calo Mahlock, of the WKBZ copy and production department, and Jenevieve Loef, of Manitowoc, Wis., was announced recently.

GERALD HOLLAND, radio feature writer of KMOX, St. Louis, and author of Union Electric's *The Land We Live In* on that station, has joined the NBC writing staff in New York in a similar capacity.

PAUL ROSCOE, formerly of KITE, Kansas City, has joined the new KVAK, Atchison, Kan., as production manager. Phil Weaver, St. Benedict's College student, has joined the KVAK announcing staff.

CARROLL NYE has resigned from Radio Features Service, Hollywood publicity bureau, to devote full time to film acting.

JOHN HIESTAND, CBS Hollywood announcer, has adopted a baby girl.

BARRY PAGET, new to radio, has joined KMPC, Beverly Hills, Cal., as continuity editor. He succeeds Jerome L. Schwartz, who has joined the CBS Hollywood continuity department.

JACK GREGSON, KSFO, San Francisco announcer-artist, on Sept. 1 married Ernestine Rogers of Salt Lake City.

DAN LAWRENCE, announcer of KSO-KRNT, Des Moines, recently married June Callison. Jimmy Randolph, continuity writer, has resigned to join KVOO, Tulsa.

LEE ALARIE, formerly of WORC, Worcester, Mass., has joined the announcing staff of WSAR, Fall River.

KITTY BENEDICT, KFAC, Los Angeles, was married to Geoffrey Brown, steward on the *SS Mariposa*, in San Francisco Aug. 12.

JOHN K. CHAPEL, announcer of WOW, Omaha, resigned Sept. 1, and has announced no plans. Gaylord Avery, WOW announcer, and Laura York, assistant program traffic manager, are to be married Oct. 29. Russ Baker, recently on the legitimate stage in New York, has returned to WOW as announcer and dramatic director.

KAY BECKMAN, of John Blair & Co., Chicago station representative firm, and John Canning Jr., of the public relations department of Standard Oil Co. of Indiana, Chicago, were married recently in Des Moines.

RAYMOND FORBES BARNETT recently was named assistant to R. W. Dumm, merchandising manager of KSFO, San Francisco.

ROSCOE SMITH, news editor of KMO, Tacoma, Wash., for the last five years, has transferred to the sales department. Ted Knightlinger succeeds him as new editor. Dick Ross, KMO program director, has announced his coming marriage to Wanda Dycke this winter.

JIMMY LEONARD, announcer of WLW, Cincinnati, has announced his engagement to Marie Wessel. The wedding will be this autumn, but no definite date has been set.

RUSS HODGES, sportscaster of WBT, Charlotte, will broadcast play-by-play descriptions of the Pittsburgh Pirates profootball games on KDKA, Pittsburgh, during the Pirates 1939 season.

HOWARD KEMPER, announcer of KRBC, Abilene, Tex., is the father of a girl born Sept. 2.

ROGER MUELLER, announcer of WGN, Chicago, recently married Dorothy Schwandt, of Appleton, Wis., and Pat Wyman, WGN engineer, married Irene Shank. Verne Hansen, Phil Cameron and Ed Allen, WGN announcers, also married during the last month.

HERB LYSER, news editor of KSFO, San Francisco, recently resigned to return to California U.

WAR? No, it hasn't come to Nebraska yet, but Program Manager Harry Burke, of WOW, Omaha, is conducting his own private war against hay fever. He swears the old World War gas mask is helping him fight a battle against pollen.

J. B. LINN, formerly of the announcing staff of KGNC, Amarillo, has been transfered to the affiliated station KFYO, Lubbock, Tex.

RAYMOND HOLLINGSWORTH and James Stanberry of the KGNC, Amarillo, merchandising staff were in San Antonio, early in September to establish a permanent merchandising department at KTSA.

JOSEPHINE AVIS, secretary to General Manager Reiland Quinn, KYA, San Francisco, was married Sept. 11 to Willard Hinkley, businessman.

RICHARD DEASY, formerly of KYA, San Francisco, is back at the station as relief announcer.

JEAN FAY, former San Francisco newspaperwoman, has been added to the staff of KYA as women's commentator.

BILL SHAW, of the CBS Hollywood junior staff, has been made production manager of the network's ultra-shortwave station W6XDA, that city, succeeding George Johnston, who resigned to join Columbia Management Inc.

LARRY PUCK, formerly head of his own artist representative business, has joined the personal appearance department of Columbia Artists, effective immediately. Paul Ross and Gertrude Lanza of Columbia Artists have resigned, according to an announcement by Herbert Rosenthal, general manager of the department.

ASHMEAD SCOTT, Hollywood producer, has been signed to a renewal as writer-director of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

LEE COOLEY, KHJ, Los Angeles, is recovering at his home following a recent operation.

NORMAN E. F. MEEKINS, formerly of Press Radio and United Press, has joined WNEW, New York, as night news editor.

FRANCIS PETTAY, announcer of WHK, Cleveland, and Evelyn Parsons, that city, have announced their engagement.

LYFORD MOORE, of Hollywood, has joined KHQ-KGA, Spokane, replacing Carl Brewster on the continuity staff. Brewster has gone to Hollywood to freelance. Curtis Roberts, writer and actor, has gone to Chicago to freelance.

CAP MALLEY, formerly of KFNF, Shenandoah, Ia., and KSO-KRNT, Des Moines, has joined WNAX, Yankton, S. D.

TONY WHEELER, formerly of WNBF, Binghamton, N. Y., has joined WFIL, Philadelphia.

ALTON KASTNER, formerly of *Time* Magazine, has joined the magazine section of the NBC press division in New York. Frank Westhaver, who formerly operated his own studio in Chicago, has joined the photo section of the press division.

RAY PORRIER, of the NBC Artists Service, New York, recently married Jeannette Martin.

JACK WELCH, formerly with WBLK, Clarksburg, W. Va., has joined the announcing staff of WCOL, Columbus, O.

PARKS SIMMONS, formerly with WRUF, Gainesville, Fla., has joined the announcing staff of WBAL, Baltimore. John Dickman has been transferred from the announcing to sales staff.

GEORGE JOHNSTON, in charge of CBS Hollywood tours for more than a year, has joined the staff of Columbia Management Inc., that city, a CBS subsidiary.

DON McNAMARA, chief announcer of KMTR, Hollywood, is the father of a 7-pound girl born Sept. 1.

JIMMY WALLINGTON, Hollywood announcer, has been signed to handle commercials on the CBS *Texaco Star Theatre*, which resumed Sept. 13 under continued sponsorship of Texas Co., after a summer layoff.

ROBERT LeMOND, formerly with KYA, San Francisco as production manager, and more recently on the staff of the now non-existent KEHE, Los Angeles, has joined KNX, Hollywood, as announcer.

FRANK LYNCH, formerly of CKOC, Hamilton, Ont., has joined the announcing staff of CKLW, Detroit-Windsor.

FRED W. SAMPLE, continuity editor of WHKC, Columbus, recently married Dorothy Andrews, of Chattanooga, Tenn.

BILL SMITH, formerly of WDWS, Urbana, Ill., has joined the announcing staff of KXOK, St. Louis.

CARLIE BARNES, accompanist-receptionist of KFDA, Amarillo, has returned to Texas U, where she will be graduated this year. Miss Barnes, a member of the Co-ed Trio, will be heard on KNOW, Austin, during the school year.

W. R. McANDREW, chief of the NBC news department in Washington, is the father of a girl born Sept. 5.

MAURICE HART, formerly chief announcer of WAAT, Jersey City, has joined the announcing staff of WMCA, New York.

JIMMY THOMPSON, announcer of KQV, Pittsburgh, recently married Maria DeMore, formerly vocalist with Joey Sims orchestra.

GRADY RAPIER, formerly of KTSM, El Paso, Tex., has joined KOY, Phoenix, as announcer.

BILL FULLER, of the former KEHE, Los Angeles, has joined Dr. S. M. Cowen, that city (chain dentist) as writer-producer of all programs sponsored by that firm in Southern California.

JOE MICCICHE, publicity and special events director of KRKD, Los Angeles, is on a 13-week leave-of-absence.

MELVILLE RUICK, Hollywood announcer, has been re-signed for the CBS *Lux Radio Theatre* series, which resumed Sept. 11, under sponsorship of Lever Bros. Lou Silver is musical director.

MAURICE HAZAN, KGER, Long Beach, Cal. announcer and Virginia Schumacher were married at Monterey Park, Cal., Aug. 27.

SAM HAYES, Hollywood commentator, has applied for patent on a new electrical radio timing clock that tells how much time has elapsed on a broadcast and how much longer the program has to go.

YOUR BEST PROTECTION**

IN THE PHONOGRAPH RECORD SITUATION

IS THE *Standard Radio* LIBRARY SERVICE

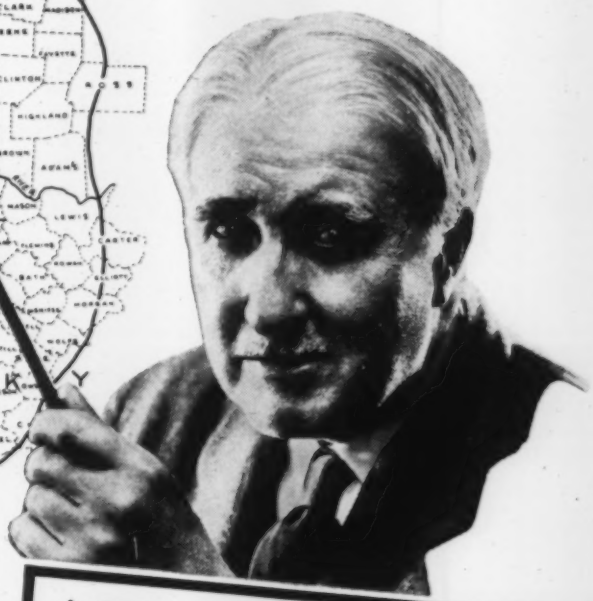
** SAVE a minimum of $660 yearly. A basic library of 1,500 selections, 100 new selections monthly, 20 hours continuity weekly, filing equipment, merchandising aids and other vital advantages. No limitations, no restrictions, no threat of future litigation. Your best bet NOW —and for the future—is the Standard Transcription Library.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

"I Wouldn't THINK of Trying to Sell This Market Without WHAS...



. . it's the MUST station for anybody who expects to open the pocket-books of this rich listening area!"

LOOK AT THESE WHAS POTENTIALITIES:

Urban Population 2,584,815	Total Population 5,039,828
Radio Homes . 1,185,900	White Families 1,199,064
Retail Sales $1,296,831,000	Buying Income $2,214,269,000
Value of Manufactured Products	$2,716,481,297
Value Farm Lands and Buildings	$1,360,831,000

WHAS

50,000 Watts—820 K.C.—C.B.S. Basic Station
Nationally Represented By Edward Petry & Co.

owned and operated by

The Courier-Journal
THE LOUISVILLE TIMES

Appeal to Supreme Court Will Be Filed by WLW

NOTICE was served Sept. 7 by WLW, Cincinnati, that it would seek a Supreme Court review of the decision of the U. S. Court of Appeals for the District of Columbia upholding the FCC in reducing the station's power from 500,000 watts to 50,000 watts. Through Duke M. Patrick, its counsel, WLW filed with the Supreme Court the case record for printing. This will be followed by the formal petition for a writ of certiorari.

The lower court on June 26 dismissed the appeal of the Crosley station from the FCC decision on the ground of lack of jurisdiction. WLW's power was reduced to 50,000 watts on March 1, in a split opinion. Three justices concurred in the dismissal but Associate Justice Stephens disagreed with the majority. The Supreme Court review, it is understood, will be sought on the contention that the appellate provisions of the Act were improperly construed.

Sherwin-Williams Back

SHERWIN-WILLIAMS Co., Cleveland (paint), returns to the air Oct. 1 for the fifth consecutive season of *Metropolitan Auditions of the Air* on an increased network of 87 NBC-Blue stations, Sundays, 5:30-6 p. m. Wilfred Pelletier will again direct and during the last weeks in September will conduct preliminary auditions of operatic aspirants, eliminating all but the best for the broadcasts. Warwick & Legler, New York, handles the account.

SEASIDE SURVEY OF WOR

Baseball Proves to Be the Favorite Radio Fare On Portable Receivers at the Beach

BASEBALL is the most popular radio entertainment of New Yorkers who spend their week-ends on the beach with portable radios to furnish entertainment, according to a survey recently made for WOR by the Hooper-Holmes Bureau. Five beaches, all within easy access of New York City and all patronized chiefly by middle class folk, were included in the study—Jones Beach, Long Beach, Riis Park, Rockaway and Asbury Park.

Interviews were made between 1 and 5 p. m. on Saturday and Sunday afternoons during two week-ends, Aug. 12-13 and Aug. 26-27. No survey was made Aug. 19-20, a rainy weekend and not typical. For the same reason private beach clubs and amusement park beaches, such as Coney Island, which appeal to special groups, were omitted from the study.

Interviews found 640 portable sets on the beaches, of which 474, or 75.2%, were in use when the interview was made. Little variation in listening was found between Saturdays, when 75% of the sets were in use, and Sundays, when 75.5% sets were tuned in. If the set was in operation, interviewer asked what station was on and what type of program (baseball, dance music, other music, general), and noted the number and age of people in the group bringing the portable to the beach and also the number of persons who, like it or not, were within listening range of the set.

Baseball was the most popular single program type, with 41.1% of the sets tuned into the ball games. Sunday baseball listening was slightly heavier, averaging 43.2% in contrast to the Saturday average of 37.4%. Ball games in New York are broadcast Saturdays by three stations, WOR and WHN carrying the games of the Brooklyn Dodgers and WABC the games of the Yankees or Giants, whichever is at home. On Sundays WABC does not carry baseball, but the Dodgers games are aired by WOR and WHN.

Dance music was second in popularity, with 32.7%, varying between 39.9% on Saturdays and 28.7% on Sundays. Other music ranked third, with 15.2%, maintaining this figure on both Saturday and Sunday. General, including all other radio fare, attracted 11% of the beach audience, varying between a Saturday average of 7.6% and a Sunday average of 12.9%.

These preferences may have been colored by the fact that 72% of the sets at the beach were brought by young people, with 21% brought by middle aged and only 7% by elderly persons. Baseball was first with all groups, but a predominant favorite with the middle aged group, which gave it a rating of 57.1%, compared with 46.7% of the young and 31.2% of the old groups. Six was the average number of people in each radio-owning group, with 14 the average number within listening range of the set.

Fleer to Use 10

FRANK H. FLEER Co., Philadelphia (Dubble Bubble gum), on Sept. 11 started the transcribed serial, *Chandu the Magician*, thrice-weekly on WIP, Philadelphia, and plans to expand coverage to 10 additional stations later this month. The program, originated in 1931 and recently acquired by Charles Michelson, New York transcription firm, after having been off the air five years, has been sponsored formerly both nationally and regionally by Beech Nut Packing Co., Rio Grande Oil Co. and White King Soap. Co. The Fleer company is conducting an extensive merchandising and promotional campaign in conjunction with the program. Aitkin-Kynett, Philadelphia, handles the Fleer account.

WGRM to Greenwood, Miss.

DELAYED by high waters of the Tallahatchie River, the move of WGRM from Clarksdale to Greenwood, in Mississippi, will be completed by Oct. 7 when the station will go on the air from its new modern transmitter house in the latter community, according to P. K. Ewing, WGRM owner who is also commercial manager of WDSU, New Orleans, and who owns WGCM, Gulfport, Miss. Remote studios will be maintained in Grenada, 26 air miles away. The station will operate with 250 watts full-time on 1210 kc.

Two Join Inter-City

WKBO, Harrisburg, and WILM, Wilmington, Del., have joined the Inter-City Broadcasting System, of which WMCA, New York, is key station.

COMMUNITY PAPERS JOIN WCKY DRIVE

CONTINUING its promotional campaign with small-town newspapers in its primary coverage area, WCKY, Cincinnati, has offered the services of Milton Bacon, lecturer and author heard twice weekly on the station, as speaker before local civic and fraternal organizations throughout the area. In a personal letter to each editor of the 94 papers participating in WCKY's current *Neighborly Salute* promotion series, L. B. Wilson, president and general manager of the station, announced that any newspaper desiring to sponsor Mr. Bacon's appearance in the home town might do so free of charge, and pledged the station's aid in publicizing each appearance.

As part of the promotion the station offers $10 in prizes, plus ribbon awards, to winners in a chocolate cake baking contest in each town. Entries are to be brought to the office of the sponsoring newspaper the morning of Mr. Bacon's appearance, where the WCKY lecturer, a chocolate cake fancier, will act as sole judge in picking winning entries. Following each week's speaking engagements, Mr. Bacon each Saturday night on his regular broadcast will tell about the cities he has visited and the people met, as well as announce the cake contest winners' names for each city.

With the local papers sponsoring Mr. Bacon's appearances, the station receives front page promotion, which it supplements with four-page two-color brochures for distribution at each appearance.

* * *

L. B. WILSON, president and general manager of WCKY, Cincinnati, has announced the return of Sidney Ten Eyck, recently of WLW and WING, Dayton, to the announcing staff of WCKY, along with Al and Lee Bland, well-known for their *Dawn Patrol* broadcasts on WKRC, who will conduct a similar sponsored morning program on WCKY, and Bill Robbins, formerly of WLW-WSAI. Elmer Baughman, WCKY announcer for the last five years, left Sept. 15 to join WFAA, Dallas.

Bond Clothes will sponsor the Bland brothers on WCKY six days a week, starting Sept. 24. Although the pair will not join WCKY until that date, they will be heard via transcriptions on WCKY during the week of Sept. 18 while still appearing on their live program on WKRC, according to Mr. Wilson. The transcriptions will be broadcast simultaneously with the live program on WKRC. On Sept. 23 they will be interviewed by Don Jacob, Cincinnati manager for Bond Clothes, before starting their series for that firm. The Bond organization and WCKY are planning an intensive promotional campaign, including window displays and announcement postcards to be sent to listeners selected from mail returns on the program during the last three years.

General Foods Drops Show

GENERAL FOODS Corp., New York (Post Toasties), sponsoring the *Joe E. Brown Show* on CBS since Oct. 8, 1938, will discontinue the weekly half-hour program with broadcast of Sept. 28. From all indications no replacement is anticipated.

There's Only One!
KSCJ, operating on 5000 watts day and 1000 watts night, is the ONLY station . . . network or independent . . . of this or greater power whose transmitter is within 70 miles of Sioux City!
So, KSCJ is the ONLY station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this area!
Do you need the unassailable proof of KSCJ listener preference? We have it and it is yours for the asking!
SIOUX CITY
70
MILES
KSCJ
AFFILIATED WITH NBC
The JOURNAL
SIOUX CITY IOWA
SO. DAK.
MINN.
IOWA
NEBR.
C. W. Corkhill, Manager
Represented by George Hollingbery

MORE PEOPLE

Live within 150 mi.

of SHREVEPORT

than in the ENTIRE STATE OF LOUISIANA

WITHIN 150 MILE RADIUS SHREVEPORT

2,472,209

ENTIRE STATE OF LOUISIANA

2,101,593

HERE in Shreveport we have a natural market within 150 mile radius with a greater population than the entire state of Louisiana. SERVING North Louisiana, East Texas, and South Arkansas, Shreveport offers unexcelled sales opportunities for radio advertisers who demand results. With 50,000 watts, KWKH is the one medium that can reach this entire market.

AND Even Within 100 Mile Radius COMPARE THESE FACTS

	100 Miles of Shreveport (including city)	100 Miles of New Orleans (including city)
1930 Population—Persons	1,228,800	1,179,800
—Families	284,600	273,500
Dwellings	284,600	273,500
General Stores (with food)	1,290	853
Sales	$24,076,000	$16,562,000
Automotive Group	796	576
Sales	$42,250,000	$25,425,000
Filling Stations	1,811	1,271
Sales	$13,548,000	$11,675,000
Lumber-Building-Hardware Group	365	331
Sales	$13,647,000	$ 7,614,000
Passenger Autos Registered - 1936	134,812	119,594
No. per 100 Families	47	44

Reference: CONSUMER MARKET DATA HANDBOOK, 1939 Edition. U. S. Dept. of Commerce. Bureau of Foreign and Domestic Commerce.

50,000 Watts SOON

SHREVEPORT **KWKH** LOUISIANA

A SHREVEPORT TIMES STATION — CBS — REPRESENTED BY THE BRANHAM CO.

Television News Notes

DuMont Activities

MARK B. LAJOIE has been appointed general sales manager of DuMont Laboratories Inc., Passaic, N. J., effective Sept. 1, succeeding Leonard F. Cramer, resigned. Mr. Lajoie has been head of DuMont television sales in the New Jersey territory, and formerly was with Philco and National Carbon Co. DuMont on Sept. 6 was authorized by the FCC to operate a portable-mobile television relay station in the New York area, using 50 watts on 156-162 mc.

* * *

New Equipment

RCA MFG. Co., Camden, has announced three new pieces of television test equipment, a piezo-electric calibrator, a five-inch wide-range oscillograph, and a television alignment oscillator. The instruments have been designed primarily for servicing RCA-Victor television receivers, but may be adapted to other sight-and-sound receivers, according to RCA.

* * *

Narrow Band System

WILFRED G. MacCARTHY, president and director of research of the Chicago Television & Research Laboratory, 64 E. Lake St., has been demonstrating at the Hotel Sherman a system of television which he claims requires a band width of less than 1 megacycle, using what is called a "photomocell" as its basis. Mr. MacCarthy said that patents, some dating back to 1930, are held in his name or that of Harold McCreary, company engineer.

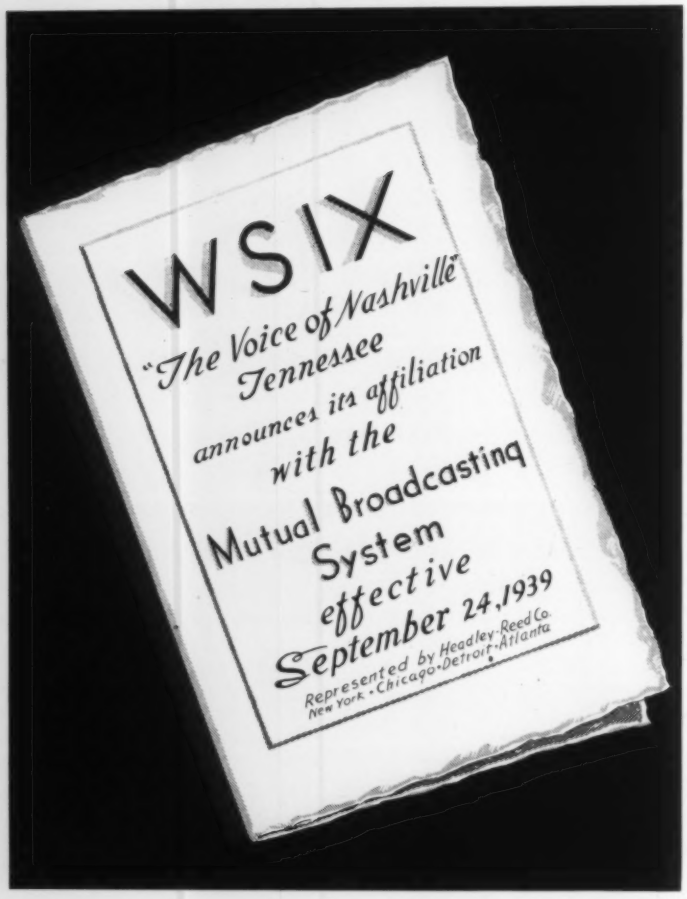
California Firm

PAPERS have been filed with the California Secretary of State in Sacramento, for incorporation of Radio Wire Television Inc., by Edwin Lindgren, John E. Cosgrove, and Joseph A. Donovan, all of New York. The firm plans to originate and transmit programs by wire, television, radio, phonograph, recordings and magnetic tape. It is understood that the firm is a unit of Radio Wire & Television Corp., recently formed in New York from a merger of the holdings of Wire Broadcasting, Wholesale Radio Inc. and their subsidiaries. It is expected that West Coast headquarters will be established in Hollywood.

* * *

Don Lee Site Approved

LOS ANGELES City Council in late August unanimously passed an ordinance permitting Don Lee Broadcasting System, that city, to construct and operate a television station on Mt. Lee, 1,700 feet above Hollywood. Approval clears the way for that organization to move its telecaster, W6XAO, from downtown Los Angeles to the new site, where Thomas S. Lee, president, proposes to build studios and facilities at a cost of more than $250,000. FCC recently approved the move and also assigned the transmitter a new channel. Los Angeles City Planning Commission several weeks ago also sanctioned the move. Since its inception eight years ago, a total of 2,350 telecasts have been made over W6XAO, according to Mr. Lee. Total time for the past year is 600 program hours.



TELEVISION goes to the fair as more RCA demonstration units present wired video performances. Upper photo shows one of KDKA's 20 daily demonstrations in the Temple of Television at Pittsburgh's Allegheny County fair, with RCA Engineers Joe Baudino, C. E. Davis and Ted Kenny on hand to handle the apparatus, assisted by Glenn Luther of Westinghouse; Ed Schaughency, announcer and m.c.; Charles Urquhart, producer; W. B. McGill, KDKA, cameraman. Lower photo shows Harold Safford (right), program director of WLS, Chicago, interviewing Gov. Townsend of Indiana during the WLS demonstrations at the Indiana State Fair at Indianapolis, for which 40,000 people each paid 10 cents admission.

* * *

Light Reduced

THROUGH a more efficient distribution of lights on its television sets, NBC has solved one of television's worst bugaboos, especially for the actors who work under the previously ultra-hot lights. NBC now reports that light on the sets has been reduced to 600 foot candles, less than that used in motion picture studios, and that a better image is produced.

* * *

Du Mont Demonstrates

DEMONSTRATION of visual reception over water was given recently by Dr. Thomas Goldsmith, engineering head of Allen B. DuMont Labs., during a party held aboard George H. Gibson's 35-foot sailboat, *The Great Circle*. Using a gasoline-driven generator to provide power for the receiver, the Brooklyn-Cincinnati baseball game at Ebbetts Field, Brooklyn, was picked up via W2XBS atop the Empire State Tower. Although there was some fading of the images with the changing of the boat's position, reception on the whole was excellent, Dr. Goldsmith reported.

* * *

On the Playing Field

AS PART of KSTP's survey of the possibilities of television, the station's engineers took its RCA Iconoscope camera, monitor and receivers to the University of Minnesota's first football practice. The camera was set up in various parts of the stadium, from the roof of the radio booth down to the sidelines, and with a bright sun shining every play came in as clearly as if it had been projected on a motion picture screen. Coach Bernie Bierman soon found that he could spot plays in the receiver more easily than he could from the field.

TELEVISION REPORT MEETS WITH DELAY

DELAY in the drafting of "Part II" of the Television Report by the FCC special committee designated several months ago, has been occasioned by complications in connection with data regarding propagation and transmission characteristics of the channels allocated for visual broadcasting, it was learned Sept. 12. The FCC television committee, headed by T.A.M. Craven, as chairman, and comprising Commissioners Brown and Case, had planned to draft its report on proposed licensing policies by Sept. 1.

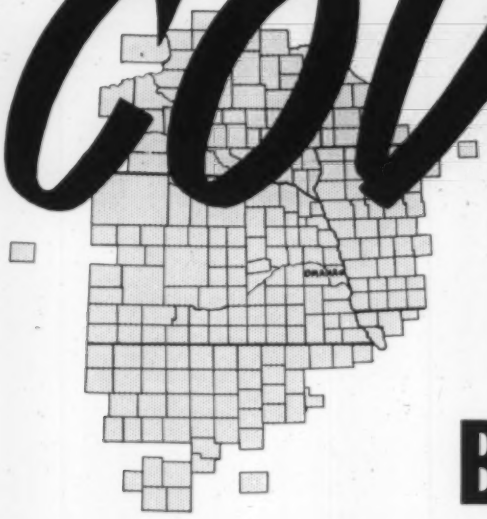
It is understood that additional engineering data, especially in connection with propagation characteristics of the ultra-high frequencies, is being awaited. The engineering committee of the Radio Manufacturers Assn., it was said, has yet to submit its findings. Data of this kind, which would indicate more or less conclusively the coverage limitations of television stations, are necessary to determine the geographical distances which must separate stations on the same channel. Recent reports indicate coverage of several hundred miles, in some areas, which would preclude possibility of placing stations on the same channels at closer intervals.

Until additional data are accumulated, the FCC committee probably will defer drafting of its report, for consideration by the full Commission.

KSTP Buys Video Units

KSTP, St. Paul, reports that it has purchased rather than rented the RCA television transmission and reception units described in the Sept. 1 BROADCASTING—the first individual broadcasting station to purchase and demonstrate its own modern high-definition television equipment. The American Legion's State convention in Minneapolis last month staged its parade exclusively for KSTP's television, according to Stanley E. Hubbard, KSTP general manager, and thousands viewed the images.

EFFECTIVE COVERAGE



is measured in terms of

BUYING POWER

● Radio schedules are built to reach potential buyers—people with money to spend for advertised products. Time buyers have no interest in coverage unless it's **effective** coverage — unless the buying power is there.

WOW gives effective coverage of more people—in more counties—with more buying power—than any other station in the rich Omaha market. **Buy WOW and you buy coverage of 93% of Nebraska's buying power; 82% of South Dakota's; 30% of Iowa's; 25% of Kansas'; 5% of Minnesota's, and 1% of Missouri's.**

Write us or our representatives for a new cartograph showing WOW's **effective coverage** of the Omaha market. WOW deserves serious consideration in any midwest schedule.

590 KC * On the NBC Red Net * John Gillin Jr., Mgr. * John Blair Co., Representatives * Owned and Operated by the Woodmen of the World Life Insurance Society.

WOW • OMAHA

WKRC, CINCINNATI, NOW MBS STATION

COINCIDENT with the switch of WCKY, Cincinnati, from NBC to CBS on Sept. 24, WKRC, present CBS-owned Cincinnati outlet, will become the basic station in that area for MBS, it was announced Sept. 7.

CBS has entered a contract to sell WKRC to the *Cincinnati Times-Star*, and the application now is awaiting FCC approval [BROADCASTING Sept. 1]. The network, it was announced, has agreed to permit the station to carry Mutual programs in order that the latter may have an outlet in Cincinnati pending completion of the sale of WKRC.

WKRC will carry all MBS sustaining programs and will serve as the originating point for all programs in that area. It was slated to become the key for the newly-formed Southern Network, which joins MBS on Sept. 4. Stations are WLAP, WSIX, WGRC, WCMI.

Grant's Pass Station

AN ORDER granting Southern Oregon Broadcasting Co. a new 100-watt fulltime outlet on 1310 kc. in Grant's Pass, Ore., was issued by the FCC Sept. 14, making final its proposed order of last July 13. President of the company is A. E. Voorheis, publisher of the *Grant's Pass Courier*, who holds 50% of the stock. The other 50% is held by Red Wood Broadcasting Co., licensee of KIEM, Eureka, Cal. Directors are Noble Stanton, advertising; John G. Bauriedel, engineer; J. H. Crothers, Eureka publisher; Don O'Kane, Eureka publisher, and William B. Smullin, KIEM.

AFRA Asks 25% Wage Boost at WCFL Despite Recent Expulsion by the AFL

A NEW CONTRACT specifying a 25% increase in base pay of announcers was submitted by the American Federation of Radio Artists, Chicago chapter, to WCFL, Chicago, whose current contract terminates Oct. 1.

The renewal contract, sent to WCFL Sept. 6, requested $60 weekly as base pay for announcers, with an additional provision permitting announcers to bargain individually for extra fees from advertisers and station. The current contract, which was extended until Oct. 1 when it lapsed Sept. 1, called for $45 base pay.

WCFL spokesmen indicated they had not yet studied the proposals. In view of the recent expulsion of the Chicago chapter of AFRA by the Illinois State Federation and the AFL, with which the Chicago Federation of Labor, owners of WCFL, are affiliated, it is doubtful whether station officials will regard the new demands favorably.

The Chicago chapter of AFRA was expelled several months ago for "gross disloyalty" when a member of the local AFRA group aided the Newspaper Guild during the boycott of two Chicago newspapers employing about 2,000 AFL members. The action was construed advantageous to the CIO and "traitorous to the AFL" [BROADCASTING, Aug. 1].

AFRA continued to maintain silence regarding further action on its proposed code for local Chicago broadcasts, which had been negotiated with a committee of Chicago broadcasters and agency executives. One Chicago agency man said that a dramatic daytime program under consideration for a client had been discarded, and newspaper advertising substituted due to uncertainty of talent fees, after the program went on the air.

FCC Opposes Renewal Of Shortwave License, And Transfer to KSL

IN PROPOSED findings Sept. 13, the FCC announced its intention to deny the application of the Chicago Federation of Labor for renewal of license for its international broadcast station, W9XAA (now WCBI) along with dismissal, without prejudice, of the application of Radio Service Corporation of Utah (KSL) for acquisition of the international station and removal to Saltair, Utah.

The Commission held that the Chicago Federation, which also operates WCFL, has failed to meet research and experimentation requirements under existing rules and that the Federation is not technically qualified to operate the station in accordance with rules. In view of its proposal to deny renewal, the FCC said it was unnecessary to consider the application for assignment of the license to the Utah corporation, which is an adjunct of the Mormon Church, since the refusal to renew would leave the Federation with no license to transfer.

In announcing dismissal of the transfer application without prejudice, the FCC presumably left the way open for the Utah corporation to file a new application for the W9XAA facilities. The FCC pointed out, however, that if the Utah application is considered as a request for a construction permit to establish a new international station, it is unable to determine on the basis of the record made at the hearing that the granting of the application would serve public interest. Since the hearing, the Commission explained, it has promulgated new regulations governing international broadcast stations and "in the absence of a full showing in conformity with these new regulations, the Commission is unable to make findings that the public interest, convenience and necessity would be served by granting the construction permit requested."

International Call Changes

CHANGES in the call letter assignments of international shortwave stations were announced by the FCC Sept. 8, and corrections should be made to the complete log as published in the Sept. 1 BROADCASTING. WSLA of World Wide Broadcasting Corp., Boston (formerly W1XAL), has been changed to WRUL. WSLR of the same company (formerly W1XAR) has been changed to WRUW. WLWU of the Crosley Corp., Mason, O., is changed to WLWO. WGEU of General Electric Co., Schenectady, is changed to WGEO. In addition, the Commission has assigned the call letters WCBX to the CBS international station at Wayne, N. J. (formerly W2XE).

WHEN the *Town Hall* program returns to NBC-Red on Oct. 8, it will be Fred Allen's seventh year as m.c. of the program, his sixth year with the sponsor Bristol-Myers Co., and his eighth consecutive year of broadcasting.

KOY Gets Shift; New Local Grant

Phoenix Station Given 550 kc; Washington Permit Denied

IN A PROPOSED decision Sept. 13, the FCC announced its intention of granting the application of KOY, Phoenix, for a change in frequency from 1390 to 550 kc., with 1,000 watts. The station is under the same ownership and management as WLS, Chicago.

In an uncontested action, the FCC granted the application of Catawba Valley Broadcasting Co. for a new station in Hickory, N. C., to use 1370 kc., with 100 watts night and 250 watts day. L. C. Gifford, vice-president of the company and publisher of the *Hickory Daily Record*, is the largest single stockholder, holding 25 of 153 shares, or approximately 16½%. C. V. Cline, executive of the Hickory Knitting Co., is president and holds 10 shares, while E. L. Fox, Hickory banker, secretary-treasuer of the company, hold 5 shares. The remainder of the stock is distributed among more than a dozen local business men.

Denied Capitol Station

Application of Lawrence J. Heller, Washington attorney, for a construction permit for a new local station in that city on 1310 kc. with 100 watts night and 250 watts day will be denied, the FCC announced in another proposed decision. The applicant also sought a synchronous booster station to be used experimentally to provide satisfactory coverage over Washington's entire metropolitan area. The FCC said in its proposed findings that regional rather than local frequencies are set aside to provide service to large centers of population such as the Washington metropolitan district and contigious areas. It held that the application for the regular facility failed to show adequate necessary coverage.

Application of A. Corenson, former Los Angeles broadcaster, for a new local station on 1420 kc. with 100 watts daytime at Montevello, near Los Angeles, will be denied, the FCC announced in another proposed finding. It held that the record did not afford a sufficient basis for a finding that the applicant "is a proper person to be entrusted with the responsibility of operating a broadcast station in the interest of the public, or that the applicant possesses all the requisite qualifications of a licensee."

The application of WLAW, Lawrence, Mass., for additional hours was denied. The station had asked for a change in assignment to permit it to operate until sunset at San Francisco, rather than sunset at Lawrence, on the 680 kc. channel. The FCC held that operation as proposed would not provide primary service for the Lawrence metropolitan area during night hours because of the objectionable interference with WPTF, Raleigh, operating on the same channel.

The FCC announced adoption of its final order, granting the application of WNEL, San Juan, P. R., for renewal of its license. A final order also was issued granting WCOV, Montgomery, Ala., modification of license authorizing unlimited time operation on 1210 kc. with 100 watts, instead of daytime hours only.

YOUR BEST PROTECTION*

IN THE COPYRIGHT MUSIC SITUATION

IS THE *Standard Radio* LIBRARY SERVICE

* AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd

CHICAGO
360 N. Michigan Avenue

IN 1939 *RADIO* WOULD FIND LIVINGSTONE

and save Stanley 8 months of hardships in Darkest Africa

CALLING DR. LIVINGSTONE... CALLING DR. LIVINGSTONE

UJIJI in the interior of Africa, where Stanley met Dr. Livingstone in 1871 after eight months of desperate and difficult searching, is now but a fraction of a second via radio from the great cities of the world. Only about seven years elasped between Stanley's famous "Dr. Livingstone, I presume?" and the beginning of the experiments of Heinrich Hertz which first unlocked the secret of wireless waves. Since then, within the life span of the average man, radio has become one of the most vital forces controlled by man. And in that remarkable development the Radio Corporation of America has played a major role.

Motivating factor in all that RCA does is research in RCA Laboratories. From here come the developments which the various members of the family of RCA utilize in making radio serve the world.

R.C.A. Communications provides communication to and from 43 countries and among leading cities of the United States. The National Broadcasting Company offers entertainment, information, news, and enlightenment to millions. The RCA Manufacturing Company makes RCA Victor Radios, RCA Victrolas, Victor and Bluebird Records, and every kind of radio equipment for broadcasters, laboratories, airplanes, police departments, and for virtually every other known application of radio.

RCA activities are portrayed in RCA exhibits at the New York World's Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits for a more intimate understanding of the services of RCA.

Trademarks "RCA Victor," "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA MANUFACTURING COMPANY, INC. RADIOMARINE CORPORATION OF AMERICA RCA LABORATORIES

NATIONAL BROADCASTING COMPANY R.C.A. COMMUNICATIONS, INC. RCA INSTITUTES, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

White Laboratories, Newark (Feen-a-Mint), *sp*, thru William Esty & Co., N. Y.
McCommon & Co., Winona, Minn., 6 weekly *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Studebaker Corp., South Bend, 12 *t*, thru Roche, Williams & Cunnyngham, Chicago.
Willard Tablet Co., Chicago (Willard's Tablets), *sa*, thru First United Broadcasters, Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), *ta*, thru Atherton & Currier, N. Y.
Luden's Inc., Reading, Pa. (cough drops), *sa*, thru J. M. Mathes, N. Y.
Buick Motor Co., Flint, Mich., *sa* series, thru Arthur Kudner Inc., N. Y.
Ex-Lax Mfg. Co., Brooklyn, *sa*, thru Joseph Katz Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), *sa*, thru Joseph Katz Co., N. Y.
B. C. Remedy Co., Durham, N. C. (BC Headache Powders), *sp*, thru Harvey-Massengale Co., Atlanta.
White Laboratories, Newark (Feen-a-Mint), *ta*, thru William Esty & Co., N. Y.

WTMJ, Milwaukee

Buick Motor Division, Flint, Mich. (Buick), 26 *sa*, thru Arthur Kudner, Detroit.
Wander Co., Chicago (Ovaltine), 28 *sa*, thru Blackett-Sample-Hummert, Chicago.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), 39 *sa*, thru Neisser-Meyerhoff, Chicago.
Richman Bros., New York (men's clothing), 78 *sa*, thru McCann-Erickson, Cleveland.

KFRC, San Francisco

Potter Drug & Chemical Co., New York (Cuticura), 52 *sa*, *ta*, thru Atherton & Currier, N. Y.
Gilmore Oil Co., Los Angeles, *sa* series, thru Botsford, Constantine & Gardner, San Francisco.
Gardner Nursery Co., Osage, Ia., 6 *t*, thru Northwest Radio Adv. Co., Seattle.

KAND, Corsicana, Tex.

Carter Products, New York (liver pills), 5 *ta* weekly, 52 weeks, thru Street & Finney, N. Y.
B-C Remedy Co., Durham, N. C. (proprietary), 6 *ta* weekly, 52 weeks, thru Harvey-Massengale, Atlanta.

KQV, Pittsburgh

Journal of Living Pub. Co., New York (Serutan), 3 *t* weekly, thru Austin & Spector, N. Y.
Metro-Goldwyn-Mayer, New York ("Women"), 3 *sa*, thru Donahue & Coe, N. Y.

KOMA, Oklahoma City

Bulova Watch Co., New York, 1098 *sa*, renewal, thru Biow Co., N. Y.
Northwestern Yeast Co., Chicago (Maca), 65 *sa*, renewal, thru Hays-McFarland, Chicago.

WKST, New Castle, Pa.

Richman Bros. Clothing Co., Cleveland (men's clothing), *sa* series, thru McCann-Erickson, Cleveland.

WNOX, Knoxville

Dr. W. B. Caldwell, Monticello, Ill. (syrup pepsin), 15 *t* weekly, 13 weeks, thru Benton & Bowles, Chicago.
Beeman's Laboratories, Atlanta (cold remedy), 3 *t* weekly, 26 weeks, thru Harvey-Massengale Co., Atlanta.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Top cigarette tobacco), 6 *sa* weekly, 13 weeks, thru William Esty & Co., N. Y.
Postal Telegraph Co., New York, 4 *sa* daily, one year, thru Biow Co., N. Y.
White Laboratories, Newark (Feen-a-Mint), 3 *sa* weekly, thru William Esty & Co., N. Y.
General Motors Corp., Detroit (Buick), 26 *t*, thru Arthur Kudner, Detroit.

CFCO, Chatham, Ont.

Dr. Hess & Clark, Ashland, O. (farm remedies), *sa* series, thru N. W. Ayer & Son, Toronto.
Tip Top Tailors, Toronto, 26 *sa*, thru McConnell, Eastman & Co., Toronto.
Northrop & Lyman Co., Toronto (remedies), 26 *sa*, thru E. W. Reynolds & Co., Toronto.
Gilson Mfg. Co., Toronto (furnaces), 13 *sp*, thru R. C. Smith & Son, Toronto.
Gypsum, Lime & Alabastine Co., Toronto, 86 *sa*, thru Assoc. Broadcasting, Toronto.
Thomas J. Lipton Co., Toronto (tea), 79 *sa*, thru Vickers & Benson, Toronto.
Imperial Oil Co., Toronto (tires), 26 *sa*, direct.

WEEI, Boston

Air Conditioning Training Corp., Youngstown, O., 6 *sp* weekly, thru National Classified Adv. Agency, Youngstown.
Lea & Perrins Inc., New York (Lea & Perrins sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Kemp Bros. Packing Co., Frankfort, Ind. (tomato juice), participating *sp*, thru Caldwell-Baker Co., Indianapolis.
Metro-Goldwyn-Mayer, New York (motion pictures), *sa*, thru Donahue & Coe, N. Y.

KHJ, Los Angeles

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary) 5 *ta* weekly, thru Benton & Bowles, Chicago.
Bristol-Myers Co., New York (Minit Rub) 3 *sp* weekly, thru Young & Rubicam, N. Y.
National Rodeo Assn., Los Angeles (rodeos), 1200 *sa*, thru Allied Adv. Agencies.
Justrite Co., Philadelphia (bird products), 3 *sa* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.

KFI, Los Angeles

Peter Paul Inc., Naugatuck, Conn. (candy) 3 *t*, 3 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Kemp & Lane, LeRoy, N. Y. (Orangeine), 10 *sa*, thru Hughes, Wolff & Co., Rochester.
Golden Peacock Inc., Paris, Tenn. (cosmetics), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Kellogg Co., Battle Creek (All-Bran), 2 *sp weekly*, thru Kenyon & Eckhardt, N. Y.
W. P. Fuller & Co., San Francisco (paints), 29 *sa* thru McCann-Erickson, San Francisco.
Quaker Oats Co., Chicago (Muffets), 6 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Buick Motor Co., Flint, Mich., (autos), 25 *sa*, thru Arthur Kudner, N. Y.
Smart & Final Co., Wilmington, Cal., (wholesale grocery), 2 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.

KFEQ, St. Joseph, Mo.

Garst & Thomas Hybrid Seed Corn Co., Coon Rapids, Ia., 6 *sp* weekly, thru R. J. Potts & Co., Kansas City.
Firestone Tire & Rubber Co., Chicago, 13 *t*, thru Sweeney & James, Cleveland.
Swift & Co., Chicago (frankfurters), 6 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Oyster Shell Products Co., New York, weekly *sa*, thru Brown & Thomas, N. Y.
Vick Chemical Co., New York (Vaporub), *sa* series, thru Morse International, N. Y.

WNAC, Boston

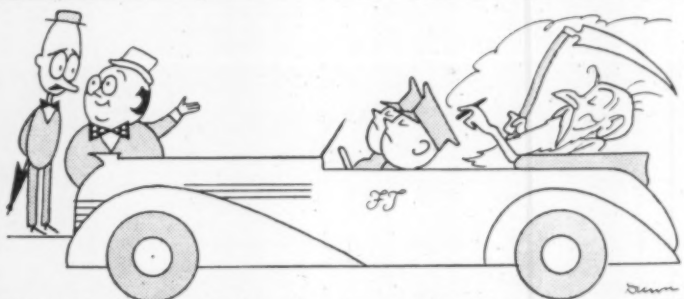
Curtis Shoe Co., Marlboro, Mass., 52 weekly *sa*, thru Harold Lewis Adv. Agency, Boston.
Bristol Myers Co., New York (Minit-Rub), 468 *sa*, renewal, thru Young & Rubicam, N. Y.
La Touraine Coffee Co., Boston (coffee), 39 *sa*, thru Ingalls-Miniter Co., Boston.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Geo. Washington Tobacco), 78 *sa*, renewal, thru William Esty & Co., N. Y.

KFRU, Columbia, Mo.

Skelly Oil Co., Tulsa, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Midwest Photo Service, Janesville, Wis., daily *sa*, thru Shaffer, Brennan, Margulis, St. Louis.
Iowa Soap Co., Burlington, Ia., 2 *sp* weekly, direct.

WGN, Chicago

Grove Laboratories, St. Louis (Bromo Quinine), weekly *t*, thru Stack-Goble Adv. Agency, Chicago.



"He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

WHO, Des Moines

Woodman Accident Co., Omaha (insurance), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Williamson Candy Co., Chicago (Oh Henry bar), 6 *t* weekly, thru John H. Dunham Co., Chicago.
Oshkosh B'Gosh Inc., Oshkosh, Wis. (overalls), 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Oliver Farm Equipment Sales Co., Chicago (farm machinery), 3 *sp* weekly, thru The Buchen Co., Chicago.
Dr. Hess & Clark, Ashland, O. (stock remedies), 26 weekly *t*, thru N. W. Ayer & Son, N. Y.
Sterling Insurance Co., Chicago (insurance), daily *sp*, thru Neal Adv. Agency, Chicago.
Ralston Purina Co., St. Louis (feeds), 39 weekly *t*, thru Gardner Adv. Co., St. Louis.
Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), 26 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Knox Reeves Adv., Minneapolis.
Brown & Williamson Tobacco Co., Louisville (Big Ben tobacco), 2 *t* weekly, thru Russel M. Seeds Co., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 5 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

KDKA, Pittsburgh

Buick Motor Co., Flint, Mich., *sa* series, direct.
Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Charles E. Hires Co., Philadelphia (root beer), 6 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 6 *sa* weekly, thru Aitken-Kynett, Phila.
Rival Packing Co., Chicago (dog food), 6 *t* weekly, thru Charles Silver & Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (ham), participations, thru Henri, Hurst & McDonald, Chicago.
Good Luck Food Co., Rochester (desserts), participations, thru Hughes Wolff & Co., Rochester.
Knox Gelatin Co., Johnstown, N. Y., 2 *sp* weekly, direct.

WFAA-WBAP, Dallas-Ft. Worth

Swift & Co., Chicago (Premium Frankfurts), *sa*, thru J. Walter Thompson Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), *sa*, thru Henri Hurst & McDonald, Inc., Chicago.
Peter Paul, Inc., Naugatuck, Conn. (Mounds), *sa* and *ta* thru Platt-Forbes, Inc., New York.
Byer-Rolnick Co., Dallas (Resistol Hats), *sp*, thru Pitluk Adv. Co., San Antonio, Texas.
Draughon's Business College, Dallas, *sa*, thru DeJernett Adv. Agency, Dallas.

KSFO, San Francisco

Folger Coffee Co., San Francisco (coffee, tea, spices), weekly *sp*, thru Ray R. Morgan, Los Angeles.
Atlantis Sales Corp., New York (Colman's Mustard) 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.
McIlhenny Co., Chicago (tobasco sauce), 4 *ta* weekly, thru John H. Dunham, Chicago.
Globe Grain & Milling Co., Los Angeles (Globe A-1 Flour) 5 weekly *t*, thru Dan B. Miner, Los Angeles.
Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

KASA, Elk City, Okla.

Purina Mills, St. Louis, 3 *t* weekly, direct.
Millers Cereal Mills, Omaha, 3 *t* and *sp* weekly, thru Driver & Co., Omaha.

KXOK, St. Louis

Carter Products, New York (liver pills), 5 *t* daily and *sa*, thru Street & Finney, N. Y.

Radio Advertisers

SOCONY-VACUUM OIL Co., New York, on Sept. 25 adds WKBW, Buffalo, to the list of stations now carrying news six times weekly. Schedule calls for six five-minute and three ten-minute periods daily, in addition to credit on news flashes. Other stations are WFBL, WOKO, WMFF, WNBF, WIBX, WCAE, and thrice-weekly sponsorship of *Names in the News* on the Yankee Network. J. Stirling Getchell, New York, is the agency.

FIVE clients share WBBM, Chicago, weather reports: Maryland Pharmaceutical Co., Baltimore, through Joseph Katz Co., Baltimore; Richman Bros. Co., Cleveland, through McCann-Erickson, Cleveland; F. L. Klein Noodle Co., Chicago, through Mitchell-Faust Adv. Co., Chicago; Smith Bros. Inc., Poughkeepsie, N. Y., through J. D. Tarcher & Co. Inc., New York; Holleb & Co., Chicago, direct. New WBBM time signal sponsors are Procter & Gamble Co., Cincinnati (American Family Flakes) through H. W. Kastor & Sons Adv. Co. Inc., Chicago, and Local Loan Co., Chicago, through George H. Hartman Co., Chicago.

BENRUS WATCH Co., New York, on Sept. 25 adds WFBR, Baltimore, to the stations now carrying daily time signals. New stations will be added later this fall, according to J. D. Tarcher, New York, the agency in charge.

WANDER Co., Chicago, begins a five-weekly 15-minute transcription series on WWJ, Detroit, Oct. 2. This supplements the network schedule for the same client, placed thru Blackett-Sample-Hummert, Chicago.

THOS. LEEMING & Co., New York (Baume Bengue), on Oct. 2 will again sponsor Richard Maxwell's *Songs of Comfort and Cheer* on WABC, New York, Mon., Wed., Fri., 3:30-3:45 p. m. The program was sponsored by the same company from October, 1938, through April of this year, and will continue to be heard sustaining on WABC, Mon. through Sat., 9 to 9:15 a. m. Wm. Esty & Co., New York, is the agency.

OYLMPIC KNITWEAR Inc., New York (Tish-U-Knit Sweaters) have contracted for four announcements weekly over WCAU, Philadelphia, through Hicks Adv. Agency, New York.

FARMACIA HIDALGO, Los Angeles (pharmaceutical products), on Sept. 20 starts a weekly quarter hour musical program, *Los Rancheros*, with Ralph Gaxiola, as master-of-ceremonies on KOY, Phoenix, Ariz. Contract is for 52 weeks, placed direct.

BLOOMINGDALE's Department Store, New York, on Sept. 25 will sponsor the quarter-hour transcribed series *Pinocchio*, produced by Radio Attractions, New York, on WOR, Newark, Mondays, Wednesdays and Fridays, at 5:45 p. m. Plans also include an intensive promotion campaign in the metropolitan area, using displays throughout the store with arrangements for store employes to hear the broadcast on Bloomingdale's p. a. system. The WOR broadcasts will represent the premiere of *Pinocchio*.

A. GOODMAN & SONS, New York (noodle products), on Oct. 10 starts *The Lamplighter* with Jacob Tarshish as commentator on WOR, Newark, Tuesdays and Thursdays, 9:15-9:30 a.m. The series, which features talks on everyday problems, was first heard from 1934 to 1937 on MBS sponsored by Wasey Products, New York, and was on WOR last year for Julius Grossman & Sons, New York. Al Paul Lefton, New York, handles the Goodman account.

EX-LAX MFG. Co., Brooklyn, on Sept. 25 will add further stations to the list now carrying three to ten spot announcements weekly, making a total of 100 stations throughout the country. Joseph Katz Co., Baltimore, is the agency.

ANA Fall Meeting

FALL meeting of the Association of National Advertisers, originally scheduled for Sept. 13-16, has been postponed until Oct. 25-28. Place, Hot Springs, Va., remains unchanged. Program plans are still in the formative stage, but this meeting will be a distinct departure from previous ANA sessions, according to the Association's headquarters.

FOWLER, DICK & WALKER Co., Binghamton (department store), is sponsoring Fulton Lewis, jr., MBS Washington commentator, on WNBF, Binghamton, Mondays through Fridays, 7-7:15 p. m.

HARRY HAUS, formerly sales manager of the Northam Warren Corp., has joined George W. Luft Co., Long Island City, N. Y., and will be in complete charge of sales for Tangee cosmetics in the United States and Canada.

FRUIT INDUSTRIES Ltd., New York, on Sept. 18 will sponsor George Hamilton Combs Jr., news commentator, thrice weekly on WHN, New York. Lawrence Fertig & Co., New York, handles the account.

NATIONAL REFUND Co., Chicago (insurance advisors), now contracted for 13 spot outlets, will add approximately 15 more by Oct. 1, according to Hugh Rager of First United Broadcasters, Chicago, who handles the account. Interested principally in mail-pulling stations, National Refund Co. now uses WLW, WLS, KFEL, KOAM, WIBW, WDGY, KITE, WEW, WHBF, KWTO, WMMN, WQDM, KFRU. With the exception of 15-minute programs on WLS and KITE and five-minute programs on WLW, announcements are employed.

WILLARD TABLET Co., Chicago (stomach tablets) will begin 15-minute programs and announcements on 15 to 20 stations Oct. 2. Included will be WLS, WLW and WJJD. First United Broadcasters, Chicago, places the account.

J. I. CASE Co., Racine, Wis. (farm machines), is considering a radio campaign for Alberta Province, Canada, to begin early in 1940. Western Adv. Agency, Chicago, handles the account.

ARMSTRONG Racing Publications, New York, is sponsoring four weeks of daily racing information and flash results on WHN, New York, 5:30-7 p. m. Lewis King, Jersey City, handles the Armstrong account.

Riding For a Big Fall

Eight new Blue network commercials—exclusive World's Series—two new sponsored daily studio orchestra programs—five or six daytime commercial serial dramas—it looks like a Big Fall for St. Louis KWK.

New sponsors in all classifications have analyzed the "100% Method of Buying Time" and coverage by major stations of the "St. Louis Zone of Radio Influence" and chosen St. Louis KWK.

Major marketers find St. Louis KWK an ideal medium in the nation's 9th market.

Pd. Adv.

DEALER'S CHOICE

Linus Weis, Head of Weis & Fisher, Leading Rochester Furniture House.

Linus Weis, head of 50 year old "Weis & Fisher's" smart Rochester furniture store, has a reputation as a keen buyer of advertising.

In the depth of the depression Mr. Weis turned to radio. Today radio claims the major part of the Weis & Fisher advertising appropriation.

Weis & Fisher has been on WHEC continuously for 5 years. It seems more than co-incidence that the store has experienced its greatest growth during this very same period.

Rochester merchants know the Rochester area's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit

San Francisco

WHEC ROCHESTER

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., (potato chips, peanut butter, mayonnaise), a frequent user of radio time, in a 30-day Southern California campaign which started Sept. 10, is using daily spot announcements on KMPC KFOX KFXM KGB KVOE. In addition the firm is using a daily five-minute program on KIEV and two spot announcements daily on KGFJ. Agency is Emil Brisacher & Staff, Los Angeles.

LOCAL LOAN Co., Chicago, on Sept. 4 started six 15-minute morning transcriptions weekly over WMCA, New York. The series will run 52 weeks. George H. Hartman Co. is agency.

WM. H. BLOCK Co., Indianapolis department store, will sponsor a *Children's Hour* and *High School Scholarship Hour* over WIRE beginning Sept. 23. Amateur talent from grade schools in towns and cities of Central Indiana will be presented Saturdays, 10:30-11:30 a.m., and the high schools the same days, 4:30-5:30 p.m. Programs will originate in the store's spacious auditorium.

UNION BISCUIT Co., St. Louis (crackers), through Gardner Adv. Co., that city, has purchased 260 quarter-hour episodes of the transcribed family serial, *The Inlaws*, for release on WREC, Memphis, KWTO, Springfield, Mo., and a St. Louis station, starting in late September. Written and produced by Hal Berger, the serial was cut and sold by Aerogram Corp., Hollywood transcription concern. Deal was negotiated by Charles H. Gardner, agency executive, and Fred R. Jones, Chicago representative of Aerogram Corp.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), is using thrice-weekly participation in *Gladys Cronkhite's International Kitchen* on KPO, San Francisco, and two a week in *Art Baker's Notebook* on KFI, Los Angeles. Hillman-Shane Adv. Agency, Los Angeles, has the account.

FLAMINGO SALES Corp., Hollywood (nail polish), a consistent user of spot radio, is using daily announcements on KFI KECA KOMO KSFO and two a day on KNX and KPO. Contract is for 52 weeks, having started Sept. 1. Agency is Buchanan & Co., Los Angeles.

BOND STORES, New York (men's clothes), which recently started a weekly quarter-hour news program on WOR, Newark, as part of its fall campaign of news broadcasts on 27 stations, on Sept. 18 will start sponsoring John Gambling's *Gym Classes* thrice weekly on WOR 7:15-8 a.m. The program is sponsored the other three days of the week by General Mills for Bisquick. Neff-Rogow, New York, handles the Bond account.

K. ARAKELIAN Inc., New York, is sponsoring 30 INS news periods a week, totaling seven hours weekly, on WNEW, New York, to promote the sale of Mission Bell and Madera domestic wines. Firestone Adv. Service, New York, agency in charge, plans to add more stations to the campaign later in October.

NIAA Convention

NATIONALLY known speakers, including J. A. Horton, chief examiner of the Federal Trade Commission; Raymond Moley, contributing editor of *Newsweek* magazine; Ben Duffy, vice-president of BBDO, and S. L. Meulendyke, vice-president of Marschalk & Pratt, will address the 1939 conference of National Industrial Advertisers Assn., to be held in New York at the Hotel New Yorker Sept. 20-22. In addition to the addresses, 16 clinics will be held to analyze questions affecting modern industrial marketing.

KIT, Yakima, Wash., on Sept. 6 was authorized by the FCC to increase night power from 500 to 1,000 watts.

Spot Placements Active in Canada

Effect of War on Schedules Is Not Yet Determined

A SCORE of spot campaigns have been placed in Canada as the autumn season gets under way, indicating a marked pickup in the Dominion spot market. The accounts were placed prior to opening of European hostilities and it could not be learned what effect Canada's entrance into the war might have.

Many of the autumn schedules consist of transcribed shows and announcements, in contrast to the sudden demand for news programs which occurred in the United States when European news became hot.

The latest spot placements in Canada follow:

Canadian Industries, Montreal (paint), on Sept. 11 started a campaign of semi-dramatized spot announcement three times weekly on CKCO, Ottawa; CHRC, Quebec; CHLT, Sherbrooke, Que.; CJOR Vancouver; CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge, Alta; CKPR, Fort William, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CFRB, Toronto; CKLW, Windsor, Ont.; CHSJ, St. John N. B.; CHNS, Halifax; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal; CHNC, New Carlisle, Que. Account placed by J. Walter Thompson Co., Toronto.

Canadian National Carbon Co., Toronto (batteries), has expanded its dramatized spot announcement campaign in Western Canada to include CFPR, Prince Rupert, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CHWK, Chilliwack, B. C.; CKY, Winnipeg, and in Eastern Canada to include CFNB, Fredericton, N. B.; CFCY, Charlottetown, P. E. I.; CKSO, Sudbury, Ont.; CHGS, Summerside, P. E. I.; CKNX, Wingham, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont. Account placed by Clark Locke Ltd., Toronto.

Canadian Shredded Wheat Co., Niagara Falls, Ont., is expanding its campaign for the new product Cubs, with French dramatized spots three times daily and five days weekly on CKAC, Montreal, and CHRC Quebec. Account placed by Cockfield-Brown & Co., Toronto.

Crazy Water Co. of Canada, Toronto (medicinal), on Sept. 1 started three weekly transcriptions on four eastern and three Western Canada stations. Grow & Pitcher Broadcasting Agencies, Toronto, handled the account.

Gilson Mfg. Co., Guelph, Ont. (furnaces, stoves, washing machines), has started a weekly studio program *Queer Quirks* on CFRB, Toronto, and CFCO, Chatham, Ont. Account placed by R. C. Smith & Son, Toronto.

Great West Garment Co., Edmonton, Alta. (mail order house), has started the *Lone Ranger* on CFAC, Calgary; CJAT, Trail, B. C.; CJOC, Lethbridge, Alta.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJCA, Edmonton; CKOV, Kelowna, B. C.; CKBI, Prince Albert, Sask. Chas. Gurd & Co., Montreal (soft drinks), has started the *Lone Ranger* on CFCF, Mon-

ARE YOUSE A VIPER (Ky.) ADVERTISER?

Distribution costs being what they are, advertisers don't find a very profitable market in such typical small Kentucky towns as Viper, Greasy Creek, Cub Run, and the like. . . . In fact, the *only* large section of Kentucky offering really concentrated sales opportunity is the *Louisville Trading Area*—the home of a million people, who buy more than all the rest of Kentucky combined! . . . To cover this area you need only *one* radio station—WAVE—a station which offers its listeners the finest home-town entertainment, *plus* the best on NBC. May we send you the complete story?

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

ATTENTION!

SOUND RECORDING COMPANIES
PROGRAM PRODUCERS
AGENCIES
BANDS

Do you need spacious studios with extraordinary ceiling heights, unusual facilities, easily accessible, out of the high rent district?

For particulars call Henry I. Cohen,
MUrray Hill 5-3023, New York City

treal, and CHLN, Three Rivers, Que. Accounts were placed by All Canada Radio Facilities, Montreal.

Hewetson Shoe Co., Brampton, Ont., has started a thrice-weekly spot announcement campaign on 28 Canadian stations. R. C. Smith & Son, Toronto, placed the account.

E. Griffith Hughes Co., Manchester, England (Kruschen Salts), plans a test transcribed spot announcement campaign twice daily five days weekly, on several Ontario stations. The announcements will take the form of music and singing about the product in Gilbert & Sullivan opera style. Account placed by Cockfield-Brown & Co., Toronto.

Kannusa Mfg. Co., Toronto (skin ointment), has started five weekly transcribed dramatized spot announcements on six Canadian stations. Grow & Pitcher Broadcasting Agencies, Toronto, placed the account.

Nova-Kelp Co., Toronto, started a weekly *Quizz Club* on Sept. 2 on CFRB, Toronto, where the program was recorded to start Sept. 16 on CJOR, Vancouver; CJAT, Trail, B. C.; CKOV, Kelowna B. C.; CFJC, Kamloops, B. C.; CFCN, Calgary; CJCA, Edmonton; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon, Sask.; CJRC, Winnipeg; CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKLW, Windsor, Ont.; CFPL, London, Ont.; CFLC, Prescott, Ont.; CKCO, Ottawa; CKAC, Montreal; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B. The account was placed by Dickson & Ford, Toronto.

Pokon Plantfood Co., Toronto, has started a three-weekly series of talks on plants for six months on CKCO, Ottawa; CFPL, London, Ont.; CKTB, St. Catherines, Ont., and CFRB, Toronto. R. C. Smith & Son, Toronto, placed the account.

Pond's Extracts Co., Toronto (Pond's products), on Sept. 22 starts studio program *Ask Another* on CFRB, Toronto. Account was placed by J. Walter Thompson Co., Toronto.

Bristol Myers Co., Montreal (Sal Hepatica), has started *Tea Time Topics* 5 weekly on CFRB, Toronto. Ronalds Adv. Agency, Toronto, placed account.

W. K. Buckley Ltd., Toronto (medicinal), has started a six-weekly transcribed dramatized spot campaign on 30 Canadian stations. Richardson & MacDonald Adv. Agency, Toronto, placed the account.

Quaker Oats Co., Peterborough, Ont. (flour), started on Sept. 11 a series of dramatized spot announcements varying from one to three daily, five days weekly, on stations in the Maritime and Western provinces. Lord & Thomas of Canada, Toronto, placed the account.

Radio College of Canada, Toronto, has started a dramatized spot campaign on 25 Canadian stations. R. C. Smith & Son Ltd., Toronto, handled the account.

Salada Tea Co. of Canada Ltd., Toronto, starts on September 20, a weekly studio show on CFRB, Toronto. Thornton Purkis, Toronto, placed the account.

J. M. Schneider Ltd., Kitchener, Ont. (meat packers), start on Oct. 1 a weekly studio show on CFRB, Toronto. J. J. Gibbons, Toronto, placed the account.

Sisman Shoe Co., Aurora, Ont., has started twice-daily spot announcements three times weekly on CFRB, Toronto. E. W. Reynolds & Co. placed the account.

United Drug Co., Toronto (Misma-rex), renewed its spot announcement campaign on Sept. 1 over 39 Canadian stations. Ronalds Adv. Agency, Toronto, placed the account.

Slater Shoe Co., Montreal, has started a number of locally produced programs varying from several daily to one weekly on CKY, Winnipeg; CFAR, Flin Flon, Man.; CKCK, Regina, Sask.; CFAC, Calgary; CJCA, Edmonton; CKWX and CJOR, Vancouver. Account placed by A. McKimm, Toronto.

Tip Top Tailors, Toronto (chain clothiers), on Sept. 5 started a series of thrice-weekly dramatized spot announcements for eight weeks on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CKCW, Moncton, N. B.; CFCO, Chatham, Ont.; CHML, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alberta. McConnel-Eastman, Toronto, placed the account.

Remote to Cuba

SPONSORED on a cooperative basis by Cuban distributors of various American products, Rene Canizares, Havana representative of Conquest Alliance Co., has been in New York since July 24 conducting what is one of the longest remote control commercials in radio. Via RCA Communications shortwaves, he has been broadcasting daily baseball scores, comment and interviews with big league players over CMBZ-COBZ, Havana. He returns to Havana Oct. 1.

Broadway Shows Spots

DONAHUE & COE, New York, has contracted with three New York stations to carry three spot announcements weekly for an indefinite period promoting the Broadway play, "The Little Foxes", produced by Herman Shumlin. Stations are WHN, WQXR and WNEW.

Five-Year Pimlico Pact Is Negotiated by WFBR

FIVE-YEAR contract securing exclusive broadcast rights to all races run under direction of the Maryland Jockey Club for WFBR, Baltimore, was signed recently by Hope H. Barroll Jr., executive vice-president of the station, and Alfred Gwynne Vanderbilt, president of the Club. WFBR, a basic Red station, will handle pickups during the racing season for NBC, which has broadcast the principal races under a previous contract held by WFBR since May, 1937.

Exclusive broadcast rights are granted WFBR under the new contract for the Preakness, Pimlico Special, Pimlico Futurity, Riggs Handicap and other races during both the spring and fall seasons. Mr. Vanderbilt, during negotiations to renew the previous contract, expressed satisfaction with the promotional facilities made available to Maryland Jockey Club by WFBR locally and through its NBC affiliation. The deal was negotiated between Messrs. Vanderbilt and Barroll, Matt L. Daiger, secretary, and David Woods, publicity director of the Club, and Purnell H. Gould, WFBR commercial manager.

Consolidated Plans

CONSOLIDATED DRUG Trade Products, Chicago, is making up lists now for its fall and winter schedule starting about mid-October. The appropriation will be at least as large as the preceding year, indicated an executive of Benson & Dall, Chicago, agency handling the account.

PLEASING PROGRAMS THAT SELL—

Your Morning Mail

6. a.m.-8:45 a.m. Directed by Bob Poole. A four-year-old morning program that has a listening audience throughout North Carolina and southern Virginia. Great rural appeal. Participating. Card rates.

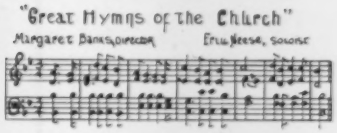
●

Our Neighbors

A five-year-old program at 11:15 a.m. on Tuesdays and Thursdays, conducted by Frank Harden. Twenty-three weekly and semi-weekly newspapers in as many communities and counties participate in this program. Fine rural appeal, particularly interesting to housewives.

●

Great Hymns of the Church



Hymns in story and song, featuring Eriu Neese, southern tenor with a national reputation. Wednesdays and Fridays, 11:45 a.m. Program of general appeal that has had a great following for three years. Sold at card rate with small talent fee, or a participating program.

●

WBIG's program department and artist bureau are prepared to build any type of program desired by national advertisers. Guaranteed audience for any WBIG program.

WBIG in Greensboro, N.C.

Edney Ridge, *Director*
George P. Hollingbery Co.
National Representatives

YOUR BEST PROTECTION••

IN THE PHONOGRAPH RECORD SITUATION
IS THE *Standard Radio* LIBRARY SERVICE

•• SAVE a minimum of $660 yearly. A basic library of 1,500 selections, 100 new selections monthly, 20 hours continuity weekly, filing equipment, merchandising aids and other vital advantages. No limitations, no restrictions, no threat of future litigation. Your best bet NOW—and for the future—is the Standard Transcription Library.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none who can claim better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Montreal's huge potential market of over a million people can be readily reached through CFCF. A regular programme on this most listened-to station will bring you quick results. Let CFCF take care of *your* advertising problem this season.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY
Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

AGENCY *Appointments*

AMERICAN POPCORN Co., Sioux City, Ia. (Jolly Time popcorn), to N. A. Winter Adv. Agency, Des Moines. Company planning its most comprehensive campaign, with substantial use of radio, according to announcement of Howard C. Smith, advertising manager.

CUDAHY PACKING Co., Chicago (Tang), to Reiwitch & Wittenberg, Chicago. Radio tests planned to begin in early fall.

CHESAPEAKE & OHIO and Pere Marquette railways, to McCann-Erickson, Cleveland.

VILLA RIVIERA APARTMENT Hotel, Long Beach, Cal., to Milton Weinberg Adv. Co., Los Angeles, Southern California radio planned.

SCHERING Corp., Bloomfield, N. J. (Saraka laxative), to Sherman K. Ellis, New York, effective Oct. 5.

D'AVELLA MACARONI Co., Newark, to Hyman Levy Adv., Newark. Radio will be used late this year.

ALLEN B. DUMONT Laboratories, Passaic, N. J. (television equipment), to Buchanan & Co., New York. No plans have been made as yet.

MARQUETTE LIFE INSURANCE Co., Chicago, to Coe, Guy & Walter Inc., Chicago.

MYSTIC LABORATORIES, Jersey City, N. J. (deodorant), to Blackett-Sample-Hummert, N. Y.

PRINCE MACARONI Mfg. Co., Boston, to Bennett, Snow & Walther, Boston.

NORTHWEST AIRLINES, St. Paul (air transport), to BBDO, Minneapolis.

TWO North Carolina newspaper groups have applied to the FCC for new local stations—the *High Point Enterprise* seeking a 250-watt outlet on 1120 kc. and the *Burlington Times-News* seeking 100 watts daytime on 1420 kc.

America's Finest
All that is best in Southern California revolves around The Town House . . . establishes it as "America's Finest Hotel." Yet tariff is in keeping with today's economical trend . . . Home of the Famous Zebra Room.
Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
A. S. Kirkeby, Managing Director
The Town House
Wilshire Boulevard
LOS ANGELES

Columbia Record Plans

COLUMBIA RECORDING Corp., Bridgeport, Conn., CBS subsidiary, is planning a $600,000 advertising campaign for its products, featuring its new 50c Red Label record, which is to include, in addition to newspaper advertising, a weekly half-hour network program on CBS. Although details of the program have not been announced, it is reported it probably will be carried Saturday nights on CBS.

NEW FHA SERIES OFFERED SPONSORS

IN COOPERATION with the Federal Housing Administration, NBC Transcription Service Sept. 15 made available to its station subscribers a series of thirteen 15-minute programs geared for local sponsorship. It is the first of a series of projects by FHA under which script material will be made available to stations geared for local sponsorship.

The series was arranged by George T. Van der Hoef, director of the Radio & Motion Picture Division of FHA, with C. Lloyd Egner, manager, and Frank E. Chizzini, assistant manager of NBC Transcription Service.

Titled *Your Home & Your Neighbor*, the series is designed for participation sponsorship by banks, building contractors, plumbing and heating firms and others in local building pursuits. Each program is a combination of *Thesaurus* music, helpful advice on building, financing and modernizing the home and commercial copy. Scripts are based on material supplied by FHA and by Roger B. Witman, housing authority and *New York Sun* columnist. Field offices of FHA have been advised to cooperate with local stations in the undertaking, Mr. Van der Hoef declared.

Kansas Radio Audience Is Analyzed in Survey

SIMILAR to a study made last year is a survey by Prof. H. B. Summers, Manhattan, Kan., titled "The Kansas Radio Audience of 1939", distributed to the trade by WIBW, Topeka. Among interesting results is the indication that 83.6% of Kansas families own radio sets, compared to 78% in 1939 and 73% according to the Joint Committee on Radio Research.

The figures are based on personal interviews covering 7,024 families, selected by urban and rural, cultural and financial groups. Figures are broken down by listening hours, station preferences and program preferences.

Nehi to Return

NEHI Inc., Columbus, Ga., on Sept. 22 will discontinue the weekly *Believe It or Not* program with Robert Ripley, heard on CBS as part of the company's seasonal advertising campaign for Royal Crown Cola. According to BBDO, New York, the agency in charge, the program will return to CBS for a new schedule starting Jan. 8.

OREGON-Washington-California Pear Bureau has set $80,000 as its tentative budget for the national advertising of Coast winter pears. The campaign will be directed by the Izzard Co., Seattle agency.

TRANSCRIPTIONS

EMPIRE BROADCASTING Corp., New York, has issued an eight-page booklet promoting its arrangements to transcribe and distribute to advertising agencies for national sale Martin Block's *Make Believe Ballroom* program, on WNEW, New York, for five years. The program is offered as an hour participating program to be sold in groups of three or not more than six quarter-hour periods per week. Empire will transcribe Martin Block's comments as he announces the band to be heard in each quarter-hour section, while the stations which sign for the service will supply the records called for. Eugene L. Bresson of Empire is supervising production and cutting, with the assistance of Arthur Lubo and Peter Rogers.

JEAN V. GROMBACH, Inc., on Sept. 6 announced affiliation with Reeves Sound Studios Inc., New York, taking over recording activities in the radio field. Reeves is an independent motion picture organization equipped with recording facilities. Grombach recently sold its recording studios to Miller Tape Recording Co.

C. P. MacGREGOR, Hollywood transcription concern, has started cutting a new 156-episode, quarter hour series, *Children's Fairy Tales*, written and produced by Kimball S. Sant. Harry Bechtel is narrator.

ASSOCIATED MUSIC PUBLISHERS has announced that its complete transcription library is now available to Canadian stations through a license arrangement with Northern Electric Co., of Canada, controller of ERPI rights in that country.

EDWARD SLOMAN, head of Edward Sloman Productions, Hollywood, accompanied by Sam Kerner, his production supervisor, arrived in New York Sept. 13 for a series of conferences with Herbert Ebenstein, president of Radio Attractions Inc., relative to the transcribed serial, *Adventures of Pinocchio*. They will remain in New York two weeks.

WARD HUBBARD, for the last five years assistant chief of the Radio and Motion Picture Section of Federal Housing Administration, in Washington, resigned Sept. 1 to join NBC Transcription Service, in its Chicago office.

RECENT subscribers to *Speedy-Q* Sound Effects Library are WBTH, Williamson, W. Va.; KALB, Alexandria, La.; WBEN, Buffalo; WJJD, Chicago.

New Script Service

MERRILL ASSOCIATES, with offices at 140 W. 69th St., New York, has been formed to provide a syndicated script service to stations throughout the United States. The new firm has secured radio rights to *Your Life*, new national magazine, as well as the two syndicated columns, "This Minute" and "Your Body", and a tie-up with Editorial Research Reports to service stations with a daily five-minute "background of the news" script via air mail, based on each day's report.

NATIONAL RADIO SERVICE, new firm for marketing radio program ideas and scripts, has been organized, with headquarters at 1584 Cross-Roads-of-the-World, Hollywood, and 1472 Broadway, New York. Firm is headed by S. James Friedmann as president, and his brother, Joseph H. Friedmann, vice-president.

WAR AS A TELEVISION IMPETUS

Engineers Foresee Speeding of Visual Art as Result of Intensified Military Activity

WILL television be given sufficient impetus by the Second World War to make it a practical medium, fully accepted by the public? That thought has been aroused with the outbreak of hostilities abroad by engineers who saw the advent of "radio telephone communication"—now broadcasting—as a result of the First World War.

Possible use of television as an intelligence medium by the belligerents already is foreseen. It is entirely conceivable, it was pointed out by qualified engineering observers, that methods may be evolved to observe enemy movements, using the radio visual medium. During the first war, the development of radio telephone communication gave "aural" broadcasting its actual start.

While engineers feel that most of the basic technical problems of television have been surmounted, there are nevertheless a number of obstacles which war activity might overcome.

Moreover, it was pointed out that a certain degree of "economic dislocation" results during times of stress. The European conflagration may provide a needed impetus to television.

Lieut. Comdr. T. A. M. Craven, member of the FCC and a communications expert during the last war, observed Sept. 12 that it is entirely conceivable that visual radio will derive benefits from war use. He recalled how radio telephony in the last war brought to broadcasting the development which resulted in its evolution as a great instrumentality for mass communication.

Eyes of the Army

Dr. C. B. Jolhffe, engineering executive of RCA and former chief engineer of the FCC, declared in Washington Sept. 11 that he felt if the war lasted more than a few months it is probable that television will play an important part in it. It then becomes a matter of military application, he said. "Television may become the eyes of an army." The Army commander would have a chance actually to see what was going on, as he planned his strategy, he added.

Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, also predicted that the war would speed radio developments. "During the World War," he declared, "improvements were made in radio tubes, receiving sets and transmission equipment. When the war ended in 1918, we were ripe for broadcasting, which began in 1920."

Government experts predicted that during the period of neutrality there is little reason to fear that broadcast service in this country would be disturbed. Should this country enter the war, however, it was declared, there is the possibility that wavelengths now assigned to broadcast and other services may be taken over.

May Want Broadcast Waves

For example, it was pointed out that use of broadcast frequencies for ship-to-shore communication might be desirable. Should this develop, it is possible that certain frequencies allotted to stations along the coasts will be assigned for military use. Network service, however, would not be disrupted, though service might be curtailed through deletion of stations whose frequencies would be taken over. It was emphasized that such a contingency is not expected unless we become belligerents.

Apropos the order of President Roosevelt in early September ordering recommissioning of more than 100 old destroyers, it was pointed out that these vessels are equipped with radio apparatus designed to operate on the broadcast frequencies. In time of war, rather than await the manufacture and installation of new shortwave equipment for such vessels, the Government probably would commandeer sufficient broadcast frequencies to enable communication to be maintained. With the recommissioning of these vessels while this country is a neutral, however, it is expected that other equipment may be installed.

HAVING lost its CP granted in 1937 for a new 100-watt daytime outlet on 1200 kc. by reason of the death of one of the partners, which automatically dissolved the partnership [BROADCASTING, April 15], the Hunt Broadcasting Assn., Greenville, Tex., has reapplied to the FCC for a new station there, this time asking for 1,000 watts daytime on 940 kc.

Virginia Bells

WHEN the Virginia legislature years ago appropriated money to build a Virginia World War Memorial Carillon in Byrd Park, Richmond, the city agreed to maintain the carillon. Subsequently the legislature claimed that "maintain" meant supplying a carillonneur, while the city held it meant no more than keeping the grass mowed—so for years the carillon has been played only rarely. During the last summer, WRVA, Richmond, at its own expense provided a carillonneur for Sunday afternoon concerts and devoted a half-hour each week to the recitals.

WCAU Plans Television

WCAU, Philadelphia, is the latest station to file an application with the FCC for authority to construct a television transmitter. Pointing out that at the present time the only coaxial cable existing is between Philadelphia and New York, WCAU announced it plans to experiment to determine the suitability of network transmission over this cable. During the last two years WCAU engineers under the supervision of Chief Engineer John G. Leitch have been conducting experimental broadcasts over high-frequency station W3XIR, and field strength measurements of this station are expected to be of value in the station's television plans.

Out Here In Chicago

• *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

THERE OUGHTA BE A LAW: How about a governmental bureau of standards to induce better construction of radio sets? With thousands of dollars being poured into programming and fidelity equipment, it's high time the average listener, with the average amount to spend for a set, got a chance to hear programs with reasonable verity of reception.

* * * *

ACTION: Plenty of it in WGES newsroom previous to broadcasts of news in four different languages, serving 2,000,000 Chicagoans. High-speed translators tear news from teletypes, rush translated version to air. Announcers translate on sight in event of last-minute flashes.

* * * *

WE MODESTLY BLUSH: Listener from Stephenson, Mich., writes of WCBD-produced travelogue to Rio de Janeiro: "It was the most enchanting and interesting piece of literature that I have ever listened to . . . a magnificent combination of words and music describing the spots of interest".

* * * *

THOUGHT FOR THE DAY: Same day this column appears, broadcasters will meet in Chicago to discuss issues vital to their industry. Radio's live-wires will read this column there. Still others — maybe potentially just as live —will be reading it at home. If these latter don't go for the decisions of the boys who had the get-up to come to Chicago and do some collective thinking—are they entitled to a squawk?

* * * *

NOTE TO TIME BUYERS: If you want to know which station is technically the most modern in town, look for a 250-watter recently boosted from 100. It takes top-flight engineering to rate the rise. Two such stations are WSBC, Chicago, and WEMP, Milwaukee. Ultra-modern transmitters, latest-type vertical antennas, distinguish both.

Gene T. Dyer

THE VOICE OF MISSISSIPPI

WJDX

5000 D
1000 N

JACKSON

N.B.C.

An Up and Coming Market

Jackson-known generally as "the fastest growing Southern city" offers you a LIVE market. In GROWING areas goods SELL! The following table shows you how Jackson is growing:

New homes constructed by years in Jackson

1937—372	value	$1,230,374
1938—442	value	1,297,145
1939 (1st six months) 363	value	1,173,814

At present there are 156 housing units under construction.

Use WJDX—Mississippi's dominant radio station to reach this active—growing—RECEPTIVE market.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Specializing in RECORDED SPOT Announcements for LOCAL Advertisers*

☆

Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

"Facsimile
THE NEXT MONEY-MAKER
FOR BROADCASTERS" © 1939 F.T.L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.
BENDIX, N. J.
N. Y. Sales Office, 1819 Broadway
Circle 6-8080

Agencies

CHARLES L. WHITTIER, vice-president of Young & Rubicam, on Sept. 11 was named chairman of the plans board. H. S. Ward, formerly manager of the copy department and secretary of the firm since 1935, also was elected a vice-president and will succeed Mr. Whittier as copy director. Among other appointments announced at the board meeting were Robert D. Work, as manager of the copy department, succeeding Mr. Ward; T. S. Repplier, associate copy director, and T. S. Garrett, copy chief of the Chicago office.

EDNA MAYO, former publicity director of Abbott Kimball Co., New York, and Sophie Goode, former account executive for the agency, have opened their own agency specializing in fashion and cosmetic accounts at 240 Madison Ave., New York. Telephone is Murray Hill 3-3171.

HUBBELL ROBINSON Jr., formerly production supervisor of Young & Rubicam, New York, has been named chief talent buyer of the agency. Tom Lewis, manager of the radio department, will have charge of all program production.

JACK LOUIS, executive of Needham, Louis & Brorby, Chicago, was in Hollywood in early September to confer with Cecil Underwood, West Coast manager of the agency, and producer of the NBC *Fibber McGee & Molly* series, which resumed on that network Sept. 5 after a summer layoff, sponsored by S. C. Johnson & Son (floor wax).

PIERCE DEGROSS, formerly with Theis & Simpson Co., New York and John Rynd have joined the media department of Compton Adv., New York.

Duram Named Buyer

GEORGE DURAM, who recently left Morse International, New York, to join the radio department of H. W. Kastor & Sons Adv. Co., Chicago, Sept. 1 has been appointed time buyer. Operating under Bob Jennings, radio director, Mr. Duram will relieve H. H. Hudson of all radio responsibilities, permitting him to devote his entire time to other media. Executives of the agency stated that the appointment was necessitated by the rapid growth of its radio business. After one week in the New York office of H. W. Kastor & Sons Adv. Co. Mr. Duram, who has travelled extensively visiting radio stations, assumed duties in Chicago Sept. 11.

HARRY ACKERMAN, who has been handling the *Al Pearce* programs and the *Screen Guild Show* for Young & Rubicam in Hollywood, has been transferred to the agency's New York offices to produce the *Kate Smith Hour* starting on CBS Oct. 6 under the sponsorship of General Foods Corp. He succeeds Bob Welch, who becomes a radio supervisor for the agency.

OLIN FINNEY, formerly an executive of Street & Finney, New York agency, has joined Faraon Jay Moss Inc., Hollywood, as vice-president and account executive.

A. F. LARSON, formerly promotion director of a Pacific Coast magazine and prior to that in the art department of the *Chicago Evening American*, has joined Associated Adv. Agency, Los Angeles, as account executive.

JAMES CANNON, former copy writer for Arthur Kudner, New York, and previously with the *New York Journal-American*, has been named director of radio publicity of Lord & Thomas, New York, succeeding Herbert Glover, who has resigned.

MARTIN P. VORBERG, formerly sales promotion manager of Olds Motor Works, Lansing, Mich., has joined the Detroit office of J. Stirling Getchell Inc., as DeSoto account executive.

CLOYD H. SCHLEIGER, formerly editor of *Apparel Arts*, has joined the Cleveland office of McCann-Erickson as an account executive.

JACK DUNKEL, Hollywood writer of various network programs, has joined Culbreth Sudler Co., Los Angeles agency, as writer-producer.

BUCHANAN & Co. has established San Francisco offices at 406 Montgomery St., with Ray Randall as manager. He was formerly with Westco Adv. Agency, that city.

GEORGE JACKSON, in the radio department of Myron Selznick Co. Inc., Hollywood talent agency, is the father of an 8-pound boy born Sept. 11.

E. JAMES McGUIRE, for the last year on the San Francisco staff of McCann-Erickson Inc., has joined California Almond Growers Exchange, Sacramento, as assistant to D. R. Bailey, sales manager. Agency continues to service the account.

ROBERT W. TANNEHILL, formerly of Blackett-Sample-Hummert, New York, has joined the radio department of McCann-Erickson, New York, as assistant in directing radio merchandising activities.

HAROLD A. BOWMAN, director of art and production of Morgan Reichner & Co., New York, has been appointed vice-president of the agency.

A. K. TAYLOR & ASSOCIATES, advertising and publicity agency at 101 Fifth Ave., New York, has been formed by A. K. Taylor, recently advertising and publicity director of the U. S. Life Insurance Co. Acheson E. Lucey, who formerly headed his own agency in Shanghai, is vice-president of the new firm, and R. C. McLees, formerly in the advertising department of the insurance company, is secretary.

HOWARD LONDON, formerly on the staff of *Radio Daily*, New York, and previously with BROADCASTING, has joined Pedlar & Ryan, New York, as talent contact.

CHARLES H. MAYNE Adv. Agency, Los Angeles, recently opened a branch in Seattle, in the Securities Bldg. W. L. Jones was appointed manager.

A. C. RODGERS, formerly general manager of WBTH, Williamson, W. Va., had joined the Hugo Wagenseil & Associates agency, Dayton, O.

GEORGE CROOK, former managing editor of *Modern Advertising*, has joined the copy staff of McCann-Erickson, Cleveland.

MRS. MILDRED MAKOVER, has returned to Henry J. Kaufman Adv. Agency, Washington, as copywriter at the Baltimore branch.

EARL D. MORTON, formerly of Pacific Market Builders, Los Angeles, is now with General Adv. Agency, that city, as account executive.

JEROME FACTOR, radio director of Ted H. Factor Agency, Los Angeles, is in Chicago on client business and expects to return to his West Coast headquarters in mid-December.

Silver Theatre Staff

INTERNATIONAL SILVER Co., Meriden, Conn., (silverware), on Oct. 8, for the third consecutive year, resumes *Silver Theatre* on 50 CBS stations, Sunday, 7-7:30 p. m. (EST), with Loretta Young, screen actress, as guest artist in a two-part original drama, "Lost Yesterday". Glenhall Taylor of Young & Rubicam, agency servicing the account, will produce the weekly program, with William Stuart assisting. Bill Lawrence is to be the CBS production representative. Conrad Nagel will again be director, master-of-ceremonies and narrator for the weekly show. True Boardman and William Bowers have been signed as writers. Dick Joy of the CBS Hollywood staff will announce. Felix Mills will have the orchestra. Mel Noe, CBS engineer on the series last season, has been re-assigned to the program.

Sabin's New Script Show

A NEW script feature titled *The Business Magazine of the Air*, covering business news and comments, is being offered stations by Thomas G. Sabin, 5 E. 57th St., New York. Mr. Sabin, formerly with NBC and onetime radio director of the Republican National Committee, announces a tieup with McGraw-Hill Pub. Co. and other business and trade publishers for use of their reportorial and editorial services.

YOUR BEST PROTECTION*
IN THE COPYRIGHT MUSIC SITUATION
IS THE *Standard Radio* LIBRARY SERVICE

* AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd

CHICAGO
360 N Michigan Avenue

KFEQ
ST. JOSEPH, MO.
"The Midwest Market Station"
TWO DAILY
NEWS PERIODS
AVAILABLE
5:30 - 5:40 P. M.
6:30 - 6:40 P. M.
Write or wire for complete information and rates.
680 K. C. 2500 Watts
National Representatives
HEADLEY-REED CO.
New York Chicago
Detroit Atlanta

Changes in J-W-T Staff In Hollywood Announced

REALIGNMENT of J. Walter Thompson Co. Hollywood radio production staff has been effected, setting personnel for the fall season, according to Danny Danker, vice-president in charge. Major changes are on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. which resumed Sept. 11, Mon., 9-10 p.m. (EDST). Cecil B. DeMille continues as director, with Sanford Barnett as agency producer. He has taken over the post formerly held by Frank Woodruff, who resigned from the agency to join RKO Radio Pictures Inc. as a producer-writer. George Wells and Harry Kerr are writing the radio versions of the productions. Kerr was formerly in the agency's New York radio publicity department.

Robert Brewster and Carroll Carroll continue as producer and writer respectively of the NBC *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp. The *Chase & Sanborn Hour*, sponsored by Standard Brands, on NBC-Red network, continues to be produced by Calvin Kuhl, with Dick Mack and Stanley Quinn as agency writers. John Christ remains as agency producer on the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf Tea). He also produces the serial *I Love a Mystery*, sponsored by that firm on the NBC-Pacific Red network for Fleischmann's yeast. Carlton Morse is writer of both serials. No producer for *Those We Love*, when Standard Brands Inc. (Royal Gelatin), starts sponsoring the serial on 51 NBC-Red stations, Oct. 5, has been announced. The serial is written by Agnes Ridgeway.

Testimony Ordered

IN FIRST judicial action growing out of the suit of Grombach Productions Inc., New York program production firm, for $60,000 damages for alleged misuse of program material [BROADCASTING, Sept. 1], Fred Waring, orchestra leader, John O'Connor, his manager, and Richard A. Porter, vice-president, or Harold Kemp, radio director of Stack-Goble Adv. Agency, early this month were ordered to testify before trial by New York Supreme Court Justice J. Sidney Bernstein. The production firm, which also names Grove Laboratories as defendant, alleges it submitted a program called *Stop, Look & Listen*, based on a dramatization of songs connected with personal experiences of listeners, which was first refused but later used without authority on Waring's show last season for Grove's Bromo-Quinine.

What Station—

has 50% more radio families in its primary coverage area and 60% more in its combined primary and secondary coverage areas than it had two years ago?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Reps

THOMAS S. PEDLAR, previously with Pedlar & Ryan, Metropolitan Adv. Agency and General Electric Co. in advertising and sales promotion work, has joined the New York staff of Howard H. Wilson Co. as an account executive, it has been announced by Horace Hagedorn, New York manager.

TERRY GUNN, formerly salesman for Transamerican Broadcasting & Television Corp., New York, has joined Joseph H. McGillvra, New York, as salesman.

JAMES M. WADE, until recently in charge of the New York office of Gene Furgason & Co., and formerly with KHJ, Los Angeles, and Procter & Gamble, Cincinnati, on Sept. 1 joined the New York staff of Free & Peters.

DEAN BAILEY, formerly of the radio department of Capper Publications, New York, on Sept. 16 joins the Chicago office of Gene Furgason & Co.

ARTHUR H. HAGG & Associates, newspaper representatives, have been appointed national representatives of KGFF, Shawnee, Okla., owned by Stauffer Publications, publishing the *Shawnee News* and *Star*, and KADA, Ada, Okla., non-newspaper owned.

WREN, Lawrence, Kan., on Sept. 7 appointed Howard H. Wilson & Co. to represent it nationally.

FORJOE & Co., New York, has been appointed national representative of KCRC, Enid, Okla.

JOE WEED, president of Weed & Co., this month became the father of a boy, Cornelius John.

PETROL GASOLINE Co., Los Angeles, sponsors of *Adventures of Q-13*, heard twice weekly on KFI, Los Angeles, is sending badges, code charts and invisible ink to some 50,000 members.

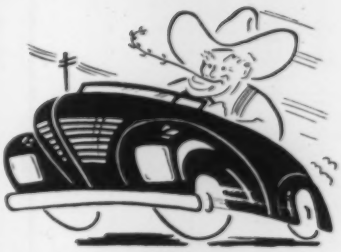
Radio Active on Agenda Of Financial Advertisers

RADIO advertising by financial institutions was one of the subjects discussed at the convention of the Financial Advertisers Assn., at Toronto, Sept. 11-14, the first time the convention has been held in Canada. Discussions on radio advertising were held under the chairmanship of Roy H. Booth Jr., assistant cashier, National Shawmut Bank, Boston.

Among radio topics discussed were "How do you use radio for personal loan advertising?", "Do you use spot broadcasting or regular program?", "Have you had an opportunity to check the comparative results of 'live' program against a 'canned'?", "What is the best method of checking your listening audience?", "Have you made a check on radio through the offering of booklets or some other form of 'hand out'?", "Have you had any success with spot radio announcements for automobile loans?", "Do you secure free publicity from the press and radio?"

INS Idea Exchange

TO ASSIST its station subscribers in selling INS news, International News Service has inaugurated an idea exchange, sending schemes which have proved successful at one station to other broadcasters. INS also prepares elaborate presentations for stations to use in selling news and offers to write to any prospects a station has for news sponsorship explaining the makeup of this press service and what it offers an advertiser. Other recent station helps the news association has sent to its subscribers include modern maps of the present war areas and a booklet explaining the pronunciation of foreign names which are now prominent in the news.



Down Where the Folding Lettuce Grows-----

35 of the 41 Kansas Counties in KMBC's P.D.A. own more automobiles per 1,000 families than the national average!

•

That's your market with KMBC's Early Morning Farm Program—now on the air at 5 A.M.—with 18 entertainers—special farm newscast—complete live stock market news.

•

Kansas City's biggest radio show is your big sales hayride for well-heeled farmers in this lush market... Ask Free & Peters for the whole story.

KMBC
OF KANSAS CITY
The Program Building and Testing Station

Buffalo's Best

Just as Niagara Falls is Buffalo's best attraction, so Station WEBR is Buffalo's Best Bet for Advertisers who want *maximum* coverage at *minimum* cost!
Results That Count!

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

WMFO Sale Authorized

JAMES R. DOSS Jr., owner of WMFO, Decatur, Ala., was authorized by the FCC Sept. 12 to sell the station to Tennessee Valley Broadcasting Co. Inc., of which Clarence R. Calhoun of Atlanta is chief stockholder. Mr. Calhoun acquires 60 shares, part of it in consideration of a $7,050 note. Ted R. Woodard, station manager, acquires 48 shares, and the Mutual Savings Life Insurance Co. acquires 40 shares. Mr. Doss continues as owner of WJRD, Tuscaloosa, Ala.

KDON, Monterey, Cal., operating with 100 watts on 1210 kc., has applied to the FCC for 500 watts night and 1,000 day on 1440 kc.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Studio Notes

WHP, Harrisburg, Pa., covered the Hershey $5,000 Open Golf Tournament, held Aug. 31-Sept. 3 in Hershey, Pa., with its mobile unit, which was allowed on the course by special permission of tournament officials. Ed Gundaker, WHP sports announcer, covered the event with a series of 15 broadcasts, starting with the first tee-off and ending with the final match, following the play from the mobile unit as it cruised the fairways.

WSYR, Syracuse, during 15 days broadcasting from the recent New York State Fair, originated 98 programs, totaling more than 30 hours of air time, including broadcasts from booths on the fair grounds as well as pickups by the WSYR mobile unit, and featuring a WSYR-State Fair baby contest.

WMBH, Joplin, Mo., observed Charley McIntire's sixth year of broadcasting the games of the Joplin Miners on the station recently during "McIntire Night", when a ball game was dedicated to the sportscaster and local fans paid tribute and gave him a vacation trip to California.

CKCL, Toronto, has bought the complete library of the World Broadcasting System and has installed latest Western Electric equipment for vertical and lateral recording reproduction.

INTERSTATE NURSERIES, Hamburg, Ia. (nursery stock and seeds), on Sept. 1 started its eighth year of broadcasting on KFBI, Abilene, Kan. The nursery's own announcer, Ernest Balco, supported by the Interstate Twins, are presenting three quarter-hours daily on KFBI, at 8:15 a.m., 1 p.m. and 5:45 p.m., with a Sunday program at 12:30 p.m. The account is placed direct.

WNAX, Yankton, S. D., is planning an all-day family picnic Sunday, Sept. 24, to observe the opening of its new supplementary studios in Sioux City, Ia. The WNAX staff will move en masse to Sioux City, where most of the station's programs for the day will originate in the city park. Prizes ranging from fur coats to breakfast food are to be awarded those attending, and entertainment will include free carnival rides, dancing and free acts. The new studios, located in the Orpheum Theater Bldg., will supplement the Yankton studios, and programs will be fed to the WNAX transmitter by direct line from Sioux City. Ed LaGrave, regional sales and merchandising director, will be in charge of the new studios, assisted by Jack Chase, WNAX announcer, who will handle remote pickups, special broadcasts, and all programs originating in Sioux City. The new studio includes WE control console and cardioid mikes and an RCA dual-speed turntable.

WASHINGTON's Junior Board of Commerce offers its members an opportunity to learn radio fundamentals through a series of monthly meetings in the studios of WJSV, CBS outlet in the capital city, with A. D. Willard Jr., general manager of the station, in charge.

KVAK, Atchison, Kan., on the air only since July 28, recently responded to a local outbreak of infantile paralysis by undertaking a campaign to secure funds through public subscription to purchase an iron lung for the city. Hearing about the campaign, which was to have been conducted by the local newspaper, Program Director Lynn Butcher turned over all facilities of the station to the local committee for four days. Using local talent shows, with phones donated by the telephone company to handle incoming contribution calls and Western Union messengers to collect the pledges, KVAK took in more than $2,400, putting over the campaign, with the newspaper collecting less than $300 of the total amount.

WFAA, Dallas, is planning one of the most extensive radio public forums ever undertaken in the Southwest with a new Sunday afternoon series, *You Might Be Right*, to start Sept. 24 under auspices of the station, the *Dallas News* and the Dallas Civic Federation, with cooperation and support of more than eight Southwestern colleges and universities. WFAA has started to organize more than 75 listening and discussion groups in Texas and surrounding states in connection with the new forum series.

MERVIN CLOUGH, news director of KFYR, Bismarck, N. D., resurrects an old-fashioned bike for North Dakota's Golden Jubilee celebration, and thrills parade crowds with his handling of the ancient locomotion. KFYR maintained open house during the big celebration with special programs handled by Announcer Bob McLeod from the fair grounds.

WLW, Cincinnati, will pay tribute to the druggist profession during Nationally Advertised Brands Week by devoting two quarter-hour periods on its *Invitation to Listen* series to dramatizing the life of a druggist and his humanitarian function in the welfare of his community. Druggists in WLW's territory are invited to visit the station during the two broadcasts, to be aired Sept. 15 and Sept. 21, and they are being supplied also with posters to publicize the special broadcasts in their store windows.

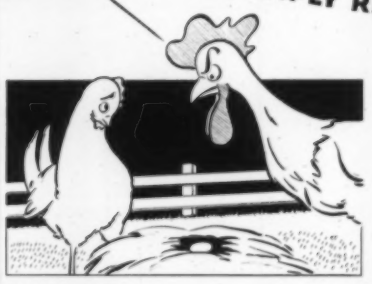
LARGEST crowd of the season, 7,383 paid admissions, attended "Radio Appreciation Night", conducted by WIRE, Indianapolis, recently at Perry Stadium, home of the Indianapolis American Assn. baseball club, as Indianapolis played Milwaukee. Vic Lund, WIRE baseball announcer, arranged special field events and awarded cash prizes donated by the ball club and the radio station.

WHBC, Canton, O., on Sept. 12 held formal ceremonies dedicating its new facilities. A special program was held from 7-11 p. m.

WFBM, Indianapolis, is opening at 6 a. m., a half-hour earlier, using transcribed music and news announced by Roy Brandt.

"Maybe I'm crazy – but everybody else thinks this new Western Electric Mike is a bird!"

ADD WHN AND MULTIPLY RESULTS!



Do you want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WHN DIAL 1010 NEW YORK CITY — EDWARD PETRY & CO., INC. National Advertising Representatives

WNEW, New York, in cooperation with the New York World's Fair, has arranged for special days at the Fair honoring two of its all-recorded programs. "Stan Shaw's *Milkman's Matinee* Day" will be celebrated Sept. 17, at which time Shaw will conduct the program for the first time before a live audience in the Court of Peace. Recordings will be played between 2 and 3 p.m. and again between 5 and 7 p.m., while from 3 to 5 p.m. Shaw will conduct a live program with Gene Krupa's band. Details for "Martin Block's *Make Believe Ballroom* Day" on Sept. 30 have not yet been arranged, but proceedings will probably be similar to those for Stan Shaw's Day.

WCFL, Chicago, contributes to driving safety with a series of Sunday announcements urging Sunday drivers to observe regulations and practice courtesy. The announcements are spotted during peak driving periods. "Uncle Harry" Hosford, WCFL Chicago, also treats the youthful members of his "Uncle Harry's A.B.C. Safety Legion" with an extra Saturday morning broadcast titled "Play Time with Uncle Harry". After the broadcast Uncle Harry serves cake and ice cream.

DUE TO outbreak of war, all work has stopped on the new plant being built at Timmins, Ont., for CKGB and the *Timmins Daily Press*. The building had progressed to basement and part of the first floor when war was declared by Great Britain, and work was stopped by Roy Thompson, owner of the station and newspaper. Fire had destroyed the building housing the two properties last spring.

TO HELP secure funds to continue operation of the local nursery schools, KIRO, Seattle, is arranging a series of eight *Talent Quest* programs to dig out local talent which will appear in the entertainment planned for the All-City Hi-Jinx and Dance to be held at the Civic Auditorium Sept. 29, proceeds from which are to be contributed toward the nursery schools' expenses.

WHBF, Rock Island, Ill., recently carried an emergency broadcast from the scene of an explosion at the Rock Island Reservoir project, in which three workmen were killed. An hour after the blast WHBF installed lines to the reservoir and broadcast the efforts of firemen and police to rescue the men, trapped in a 24-feet deep concrete tank, remaining on the air from 2:30 p.m. until the last man was brought to the surface at 4:50 p.m. Maurice Corken handled the broadcast, assisted by Joe Matthews and Chief Engineer J. E. Gray.

CBS is again giving exclusive coverage to the National Tennis Matches at Forest Hills, Long Island, New York, Sept. 7-16, with Ted Husing, CBS sports reporter, at the microphone. Further CBS exclusive broadcasts are the National Amateur Golf Championship at the North Shore Country Club, Chicago, with Harry Nash, golf editor of the *Newark Evening News*, describing the event, Sept. 13-16, and the National Open Polo Tournament at Meadowbrook, Long Island, Sept. 17 and 24, with Husing again at the microphone.

PROPOSED tour of the cast of *It Happened in Hollywood*, sponsored by Geo. A. Hormel & Co., from the West Coast to St. Louis, Chicago and the sponsor's main plant at Austin, Minn. [BROADCASTING, Sept. 1] has been postponed from Sept. 4 to Sept. 22, coinciding with the program's change in schedule on CBS. Beginning Sept. 25, when the show is broadcast from St. Louis, it will be heard 5:30-5:45 p. m. (EST) Monday, Wednesday and Friday, instead of in the morning. On Oct. 9 the series goes from thrice-weekly to a Monday through Friday schedule.

KROC, Rochester, Minn., recently held its second annual Watermelon-Wheaties Festival, at which 4,000 youngsters ate 8½ tons of watermelon.

Coast Romances

CUPID went amuck in the CBS Hollywood sound effects department this past month, according to Al Span, chief sound technician. His secretary, Dolores Blitz, was married to Richard Haysel of the network's engineering staff on Aug. 11. Edeleen Cain, her successor to the secretary post, announced her engagement and will marry Jack Bartlett, film executive, in late December. Cliff Thorsness, sound effects operator, on Sept. 6 married Virginia Waite.

WQXR, New York, on Sept. 11 added 30 minutes to its daily operating schedule, broadcasting a new program of recorded symphonic music from 11 to 11:30 a. m. daily. Under the new schedule, WQXR now is on the air from 7:30 to 11:30 a. m. and from 4 p. m. to midnight daily, Monday through Saturday, with a continuous schedule from 8:30 a. m. to midnight on Sunday.

KQW, San Jose, Cal., will start operating on its new directional antenna and new transmitter located at Alviso, at the southern tip of San Francisco Bay on Oct. 1. The new 5,000-watt transmitter is now being installed.

RADIO station managers and executives in California were the guests of Gov. Culbert L. Olsen at a Radio Day Luncheon Sept. 5 at the California State Fair in Sacramento.

WLTH Silent Hours

WLTH, Brooklyn, on Sept. 6 was authorized by the FCC to remain silent during daytime hours pending action by the Commission upon its application to move to a new site. The authorization was also made to apply to the station's operation in the event the move application is granted. The station was cited for purported interference with Coast Guard radio operations during daytime and it filed the removal application to correct this condition.

New UP Subscribers

NEW subscribers to United Press news service include: WHEB, Portsmouth, N. H.; KVNU, Logan, Utah; KUMA, Yuma, Ariz.; KFEQ, St. Joseph, Mo.; WHBC, Canton; KOTN, Pine Bluff, Ark.; KFAM, St. Cloud, Minn.; WGPC, Albany; KFNF, Shenandoah; KVFD, Ft. Dodge, Iowa. The British UP service reports that CKAC, Montreal, and CFRB, Toronto, have signed full term contracts for its news.

NEWS

Seven world wide news services and special correspondents of four papers provide up to minute flashes for six daily news broadcasts.

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGillvra

NEW YORK AD CLUB ADDS RADIO TOPICS

RADIO PRODUCTION Clinic of the Advertising & Selling Course of the Advertising Club of New York, which starts its 16th series of lectures Oct. 16, will add the two subjects of "Radio Script Writing" and "Commercials and How to Write Them" to the regular series of discussions, covering "Production," "Dramatic Programs," "Popular vs. Serious Music," and "Sound Effects."

The Clinic, under the chairmanship of Daniel S. Tuthill, assistant managing director of NBC Artists Service, will hold its meetings in the NBC offices, control rooms and studios. Discussion leaders and their subjects include William R. Rainey, NBC production manager, "Production"; James Church, NBC production director, "Dramatics"; Lester O'Keefe and Herbert E. Liversidge, NBC production directors, "Popular vs. Classical Music"; N. Ray Kelly, NBC chief sound sound effects technicians, "Sound Effects"; Lewis H. Titterton, manager NBC script division, "Radio Writing," and Janet MacRorie, director NBC continuity acceptance department, "Continuity Acceptance."

Twenty-six lectures will be given in addition to the discussion clinics at the Engineering Societies Bldg., New York. E. P. H. James, NBC advertising and sales promotion manager, will deliver the Dec. 11 lecture on radio advertising, and will discuss "how radio can be used to reach the consumer when he is in a receptive mood."

WJR, Detroit, will resume its 20½-hour broadcasting day Sept. 24, opening at 5:30 a.m. and signing off at 2 a.m.

TOPS
ON THE FARM
IN THE CITY
The FCC gave us our position "at the top of the dial." And it's an important advantage that we appreciate, as do our Advertisers. But it has been our Pioneering, diversified Program Planning and constructive Service since we went on the air that has WON for us the "top" position with our vast audience IN THE CITY and ON THE FARM!
N·B·C (RED AND BLUE)
WSYR
Tops IN SYRACUSE
PAUL H. RAYMER CO. Representatives
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

MUSTACHE NIGHT at the WLS National Barn Dance, Saturday night stage presentation of WLS, Chicago, was celebrated Sept. 9. Some 250 salesmen of the Illinois Farm Supply Division of the Illinois Agricultural Association, be-mustached to the man, attended.

They were participants in the mustache growing contest started by 765 salesmen in the division early in June. During the Barn Dance five silver mustache cups were awarded for the longest mustache, stiffest bristles, most unique color effects, trimmest personality, funniest mustache.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

BOAKE CARTER

Now Available

Mon. - Wed. - Fri.

6:45 to 7 P. M.

Write or wire for further details.

The Population of WDRC's Primary Area is 1,548,109.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Purely PROGRAMS

Latest Babies

BIRTH announcements, music and commercials are interspersed on the daily *Blessed Eventer*, sponsored on WWSW, Pittsburgh, by Menzie Dairy Co., McKeesport, Pa. Listeners are invited to send in the name and address of new mothers, along with pertinent details on the baby's weight, color of eyes and other distinguishing features, and several of these announcements are read each morning. To encourage responses, the sponsor offers a free baby book diary, which is delivered personally by the dairy's solicitors to the mother of each child and thus becomes a ready door-opener for their calls. On the air since December, 1936, the program has received responses from more than 85% of families with new babies in the Pittsburgh area, the sponsor estimates.

* * *

Before Talkies

NEW weekly quarter-hour, *When I Played Organ In The Theatre*, recently was launched on the Arizona Network by Al Becker, staff organist, who relates interesting experiences of his theatre career as organist during the silent movie days, and also accompanies himself at the organ with music appropriate for each story. Program which originates from KOY, Phoenix, also features popular songs of the past.

Hits of the Week

A NEW commercial feature on WTMJ, Milwaukee, *Rambles in Rhythm*, is sponsored by the three Schuster department stores and features latest RCA recordings. On each program, aired Sundays at 11:30 a. m., a "hit tune of the week" is offered. The number is determined by record sales for the week in the sponsor's stores. Bob Heiss conducts. The sponsor is doing general merchandising, in addition to the promotion of record sales, on the show. The deal was signed by Doug Kamp, WTMJ salesman.

* * *

Their Air Chance

AMATEUR speakers get a chance for a workout on a new program *I'll Tell the World* on CFRB, Toronto, for O'Cedar of Canada, Toronto. Amateur speakers send their names and talks in to Roy Ward Dickson, program director, who picks seven or eight. Each speaker is briefly interviewed on the show and given a chance to orate for two minutes. Listeners applaud by sending in coupons and the speaker receiving most votes is given a prize. Program was placed by Dickson & Ford, Toronto.

* * *

Voice of the Young

INTERVIEWS with children between the ages of 7 and 15 on current topics are conducted by Ed East on his new weekly series on WJZ, New York, titled *Young America Speaks*. Subjects from "How Auto Drivers Can Practice Safety" to "How Far Children Should Go in Helping at Home" are discussed, allowing the children full freedom to express their opinions on the air.

* * *

All About Health

NEW daily health and food program, to be started Sept. 18 by Dr. Shirley W. Wynne, former New York City health commissioner and new president of the American Institute of Food Products, on WMCA, New York, includes dramatizations of health crusades, taken from actual files, a weekly health quiz and an open forum on health for which listeners are invited to write Dr. Wynne for advice.

BORED with human company after having interviewed more than 15,000 persons in the course of 900 consecutive man - on - street broadcasts, Scott Weakley, of KROW, Oakland, Cal., recently undertook a friendly chat with "Si", full-grown mountain lion of the Alameda County Zoological Gardens in Oakland. Weakley stopped traffic when he interviewed the lion on a busy corner in downtown Oakland in front of the Davidson & Licht Jewelry Co., sponsor of the series. "Si" ran the gamut from a throaty purr to a full-volume roar during the interview, pulled as a promotional feature for the Annual California Sportsmen's Show.

* * *

Junior Quiz

A QUIZ show for children on KGNC, Amarillo, Tex., each Saturday morning, 10-10:30 sponsored by Seven Up Panhandle Bottling Co., is *Prof. Seven Up Junior*. Admission is one Seven Up bottle top. Prizes for correct answers are 7 pennies, 7 nickles, 7 dimes or 7 quarters, depending upon the worth of the questions, which are general and slanted to meet the children's requirements. A grand prize of $7 will be awarded the boy or girl who brings the most Seven Up bottle tops during the full series of 13 broadcasts. A bottle of Seven Up, compliments of the sponsor, is given to each person in the studio.

* * *

Meals for Answers

DINERS at the Princess Cafe in Jonesboro, Ark., are invited to pick three questions from a sugar bowl, with right answers bringing a free meal, on the Sunday program sponsored by the cafe on KBTM, Jonesboro. After the first broadcasts, the management reported that dining at the time of the broadcast greatly increased.

* * *

Inside the Studios

WEEKLY visit to a different department of WJSV, Washington, for dramatized explanations of duties and brief interviews with personnel is broadcast on *House Ad*, the station's new quarter-hour promotional program, which started recently.

* * *

On the Up and Up

ALTITUDINOUS are the yarns spun on *Texas Tall Tales*, which started recently on WOAI, San Antonia. Best tall stories from listeners will win prizes and will be dramatized in future broadcasts. Sponsor is Alamo Lumber Co.

* * *

Strictly for Sleepyheads

DURING its all-night war news broadcasts, the Arizona Network tells listeners to go to bed as usual and leave their radio turned on low. When an important bulletin comes through, a loud alarm clock is held up to the microphone to wake up the dialers before the message is read.

It's your "dough," Mister . . . **BUT**

IF you're retailing to Detroiters—take a tip from Detroit Retailers.*43 of them are consistent users of CKLW time. They repeat because their sales charts are turning handsprings and they like the low-cost-per $ of business increase. And don't we all—you too! So we repeat, *"It's your dough, Mister..."*

*Daily average over last 6 months

CKLW *has* A RESPONSIVE AUDIENCE IN THE DETROIT AREA

5000 WATTS • CLEARED CHANNEL

Mutual Broadcasting System

Cast of 2,000

A SPECTACULAR West Coast broadcast is scheduled for Sept. 28 when CBS presents a revival of the *Columbia Workshop* production, "Fall of the City", written by Archibald MacLeish. The program will originate from the Los Angeles Coliseum, and will include a mob scene of 2,000 persons. Half-hour broadcast, headlined by an all-star cast, is to be produced by Irving Reis who directed the original production for CBS in New York. At present a Paramount Pictures Corp. writer, he has been borrowed by CBS for the occasion. The Coliseum seats 110,000 persons and CBS will distribute tickets for the broadcast, anticipating no trouble for seating arrangements.

* * *

Blind Sponsors

KSAN, San Francisco is experimenting with a new type of program. It is presenting a program titled *The Automobile Shopper* in which commentator discusses a trip along "used car row", describing bargains offered. He offers to help prospective buyers find the cars they are looking for. When the listener telephones the station, he takes them personally to one of five dealers who sponsor the program, selecting the one most likely to have the desired model in stock. An unique feature is that none of the five sponsors are mentioned on the broadcast.

* * *

Grid Knowledge

MEMORY Football will be played on KGNC, Amarillo, Texas, each Friday evening for the next 26 weeks. The general question quiz-type show will be sponsored by the L.E.L. Sales Co., bottlers of Italian Pride Wines. There will be five men to a team, made up from business houses. A quart of wine will be awarded to each member of the winning team, a pint to each member of the losing team. Score will be kept with varying numbers of points according to the worth of the question with a sprinkling of touchdown questions. Monte Rosenwald will be emcee.

* * *

Grid Quiz

OUTSTANDING former football stars participate in *We Want a Touchdown*, football quiz game on WOR, Newark, and MBS, which resumes Sept. 28. The program will feature stadium background noises and between halves Red Barber will discuss grid highlights. Barber acts as referee and presiding official. Picked teams of former stars and grid luminaries face each other to answer queries on the game.

* * *

Rural Nebraska

PRODUCED by WOW, Omaha, directed by Lyle DeMoss, and incorporating farm facts gathered by George Round, extension director of the University of Nebraska, the new *Farm Facts & Fun* series, heard Saturdays at 1 p.m., is being carried by five Nebraska stations via special hookup—KMMJ, Grand Island; WJAG, Norfolk; KGFW, Kearney; KGNF, North Platte, and WOW.

* * *

Homes for Newlyweds

RIGHT from their newly-occupied homes, Milwaukee newlyweds are interviewed on the *Honeymoon Cottage* program of WTMJ. Nancy Grey handles the interviews, aided by Bob Heiss, special events man. Sponsor is Badger Small Homes Inc.

RENEWAL RECORD
For Participation Programs Claimed by WLS

CLAIMANT OF the renewal record for participation program sponsorship is WLS, Chicago, whose six participants on the five-hour Saturday night *WLS National Barn Dance* have been represented an aggregate of 35 years.

Mantle Lamp Co. of America, Chicago, is the veteran of the sextet. Recently it renewed for its eleventh consecutive year of participation. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) and Keystone Steel & Wire Co., Peoria, are runners-up with seven years each. Tied with four years of *Barn Dance* participation are Murphy Products Co., Burlington, Wis. (livestock and poultry feeds) and Pinex Co., Fort Wayne (cough syrup). Flex-O-Glass Mfg. Co., Chicago, liked the program so well after one year that it recently entered its second year participation.

Most prominent of the sextet is Miles, which sends its one-hour *Alka-Seltzer National Barn Dance* coast-to-coast on a large NBC network.

Staged at the Eighth Street Theatre, Chicago, each Saturday night before 2,400 paying spectators, the *Barn Dance* still hangs out the SRO sign after approximately 800 consecutive performances. Annually for the past several years the *WLS National Barn Dance* has been the featured entertainment at the Illinois, Indiana and Wisconsin State Fairs.

* * *

History Repeated

AMERICAN history from colonial times to the present day is traced on *Lest We Forget*, a series of 26 dramatic episodes, on WORL, Boston, each Sunday afternoon. The sketches, based upon actual American history, deal with the fight to attain and maintain freedom of press and speech, religion and assembly. Each episode is built around independent incidents, but the entire series is woven into a single whole. The series is a production of the Institute of Oral and Visual Education.

* * *

On Waikiki's Beach

RIGHT on the Beach at Waikiki, KGU, Honolulu, conducts an inquiring mike program, with beach habitues sitting around in the sand to watch the proceedings. Background is supplied by native musicians and the surf.

ON THE AIR!
The New
WFVA
Fredericksburg, Va.
COVERING THE HEART OF
THE HISTORIC
OLD DOMINION'S
Richest and Most Progressive Area
250 Watts Daytime
1260 Kilocycles
Richard Field Lewis Jr.
General Manager

Whodunit Tales

ODD and interesting true stories with mystery angles are narrated by Dale Armstrong, former *Los Angeles Times* radio editor, on his weekly quarter-hour, *You Explain It*, on KECA, Los Angeles. After each story, Armstrong invites his radio audience to furnish the solution, read on a later broadcast in the series.

* * *

Airing the Air Corps

THE OPERATIONS of the Army Air Corps are discussed in a new program on KYA, San Francisco. The program is conducted in question and answer style by Major E. E. Adler of Hamilton Field, army aviation base in Marin County, Calif.

* * *

Classroom Echoes

SPECIAL program observing the opening of the school year, for which transcription equipment was set up in various New Orleans schools and students interviewed for their "back to school" reactions, was carried recently by WWL, New Orleans.

* * *

War and the Farm

SERIES of talks on the possible effects of the European war on the farming, mining and industrial workers in Indiana by Tris Coffin, newspaperman and secretary to Gov. M. Clifford Townsend, is being broadcast by WIRE, Indianapolis.

* * *

In Local Limelight

LIVES of famous Colorado Springs folks were dramatized by KVOR on its *Paths to Their Doors* series, just completed.

Free Washing

INTERVIEWS with customers parked in front of the sponsor's plant have been started on KARK, Little Rock, Ark., under sponsorship of Burrough's Laundry & Cleaners. Conducted by Announcer Waymond Ramsey, each person answering four questions correctly gets complimentary laundry or cleaning. KARK also has started a new quarter-hour, *Your Neighbor Speaks*, sponsored by a local ladies apparel shop, during which an announcer questions customers on new styles and presents each lady interviewed with a pair of hose.

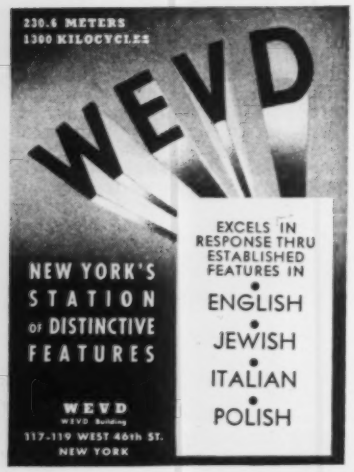
* * *

Saturday at Store

DEL MONTE Creamery, San Francisco (dairy products distributors), recently launched a weekly half-hour amateur program on KYA, San Francisco, *Kiddie Karavan*.

WBNX
5000 WATTS DAYS
Coming events cast their shadows...
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT **WBNX** NEW YORK
The Station that Speaks Your Language

YOUR BEST PROTECTION*
IN THE COPYRIGHT MUSIC SITUATION
IS THE *Standard Radio* LIBRARY SERVICE
* AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.
Standard Radio
HOLLYWOOD
6404 Hollywood Blvd
CHICAGO
360 N Michigan Avenue



IBEW Petition

BROADCAST Engineers Local 913 of the International Brotherhood of Electrical Workers, AFL union, has filed a petition with the National Labor Relations Board in New York claiming to represent a majority of the technicians employed by WQXR, that city. Station, which already has a contract with American Communications Assn., CIO union, is taking no action pending a decision by the NLRB on the IBEW petition.

SEPT. 22 has been designated as Lee DeForest Day at the New York World's Fair, with Dr. DeForest coming from Los Angeles to be guest of honor at a luncheon and reception arranged by the Institute of Radio Engineers and the Veteran Wireless Operators Assn.

NBC STATION WTCN MINNEAPOLIS ST. PAUL

"AIR ARENA OF NORTHWEST SPORTS"

. . . The Fans' Favorite Station

All This and More for WTCN Listeners

GOLF
Play-by-play accounts of the St. Paul Open, Men's State Amateur, Women's State Amateur and Trans-Mississippi Tournaments.

BASEBALL
Play-by-play descriptions of St. Paul games at home and on the road.

FOOTBALL
Play-by-play broadcasts of University of Minnesota games at home and on the road, and, Twin City High School Championship games.

BASKETBALL
Play-by-play description of State High School tournament.

HOCKEY
Rinkside description of St. Paul games at home and Minneapolis games at home.

BOXING
Blow-by-blow description of all prominent bouts.

WRESTLING
Grunt-by-grunt accounts of all local matches.

Owned and Operated by the
ST. PAUL DISPATCH-PIONEER PRESS AND
MINNEAPOLIS TRIBUNE-TIMES TRIBUNE

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York Chicago Detroit
Los Angeles San Francisco Atlanta

Equipment

RCA Mfg. Co. announces sale of a 5,000 watt 5-D power amplifier to WTAG, Worcester, Mass.; a 250 watt 250-D transwitter to WSPB, Sarasota, Fla.; a 250-G transmitter and associated equipment to KDRO, Sedalia, Mo., and to WOPI, Bristol, Tenn.; KMO, Tacoma, recording and reproducing equipment.

KNET, Palestine, Tex., has installed a new composite control in its control room, designed and built by John B. Sheppard, technical supervisor. New turntables purchased from Mims Radio Co., Texarkana, have been installed, along with new Shure microphones.

WALR, Zanesville, O., has started construction on its new studios and transmitter, including a new 215-foot Blaw-Knox antenna. The new installations are expected to be operating by Oct. 15.

RCA Mfg. Co., Camden, N. J., has announced a low cost 5-inch cathode ray oscillograph suited to a wide variety of experimental and test applications in school and industrial laboratories.

ARMSTRONG GRANTS GIVEN 7 STATIONS

SEVEN additional construction permits for high-frequency broadcasting stations, proposing to use the Armstrong system of frequency modulation [BROADCASTING, Aug. 1, 15, Sept. 1] were authorized by the FCC Sept. 6. The grants were to:

Worcester Telegram Publishing Co., Holden, Mass., operator of WTAG, Worcester—1 kw. on 43400 kc.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., operator of WHAM, Rochester—1 kw. on 43200 kc.

The Journal Co., Milwaukee, operator of WTMJ, Milwaukee—1 kw. on 42600 kc.

The Travelers Broadcasting Corp., Avon, Conn., operator of WTIC, Hartford—150 watts on 42460 kc.

Westinghouse E. & M. Co., Boston, operator of WBZ, Boston—1 kw. on 42600 kc.

National Broadcasting Co., New York—1 kw. on 42600 kc.

Bell Telephone Laboratories, Whippany, N. J.—5 kw. on 43200 kc.

WTMJ reports it has leased the 22nd floor of the downtown Wisconsin Tower Bldg. for its new transmitter, and that it plans to distribute about 500 frequency modulation receivers in the city.

KTRH, Houston, now a regional on 1290 kc., is the latest to seek the 710 kc. frequency in an application filed with the FCC. It has applied for 10,000 watts on the WOR clear channel, the same frequency and power sought by WTCN, Minneapolis. Also seeking 710 kc. for a new Houston station is Port Broadcasting Co., headed by R. E. Willson [BROADCASTING, Sept. 1].

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

IRE to Consider Recent Progress

Broadcast Problems Listed in Agenda for Annual Meeting

WITH broadcasting and other radio engineers prominent on the agenda, the 14th annual convention of the Institute of Radio Engineers will be held in the Hotel Pennsylvania, New York City, Sept. 20-23. Technical sessions will run all four days, with more than a score of papers to be presented, covering various phases of radio. During the convention a radio engineering show will be held.

Television will occupy some of the delegates' attention, with one paper scheduled by H. E. Kallman, formerly of EMI of London, in collaboration with R. E. Spencer and S. P. Singer, EMI engineers. The chief paper relating to broadcasting will cover a new standard volume indicator and reference level, presented by H. A. Chinn of CBS, R. M. Morris of NBC and D. K. Gannett of Bell Laboratories.

The full schedule of technical papers follows:

SEPT. 20—Opening address by R. A. Heising, president; "A Single-Sideband MUSA Receiving System for Commercial Operation on Transatlantic Radiotelephone Circuits", by F. A. Polkinghorn, Bell Laboratories; "Medium-Power Marine Radiotelephone Equipment", by J. F. McDonald, Radiomarine Corp. of America; "The Corner Reflector", by J. D. Kraus, Ann Arbor, Mich.; "Detection and Measurement of Ionization and Surface Corona Discharges at Radio Frequencies", by H. A. Brown and B. H. Weston, University of Illinois; "A New Standard Volume Indicator and Reference Level", by H. A. Chinn, CBS, D. K. Gannett, Bell Laboratories, and R. M. Morris, NBC.; "Vestigial-Sideband Filter for Use with a Television Transmitter", by G. H. Brown, RCA Mfg. Co.; "A Cathode-Ray Frequency—Modulation Generator", by R. E. Shelby, NBC.

SEPT. 21—"Solar Cycle and the F_2 Region of the Ionosphere", by W. M. Goodall, Bell Laboratories; "Attenuation of High Frequencies Over Land at Short Ranges", by John Hessel, Signal Corps Laboratories, Fort Monmouth, N. J.; "Demonstration of Aerological Radio Sounding Equipment", by Harry Diamond, F. W. Dunmore, W. S. Hinman, Jr. and E. S. Lapham, Bureau of Standards, Washington; "A Parallel-T Circuit for Measuring Impedance at Radio Frequencies", by D. B. Sinclair, General Radio Co.; "High-Speed Multiplex System for Loaded Submarine Cables", by H. H. Haglund and A. W. Breyfogel, Western Union; "Electronic-Wave Theory of Velocity-Modulation Tubes", by Simon Ramo, General Electric Co.; "On Diffraction and Radiation of Electromagnetic Waves", by S. A. Schelkunoff, Bell Laboratories.

SEPT. 22—"Cathode-Ray Tubes in Aircraft Instrumentation", by C. W. Carnahan, Hygrade Sylvania Corp.; "A True Omnidirectional Radio Beacon", by E. N. Dingley, Jr., U. S. Navy; "Basic Economic Trends in the Radio Industry", by Julius Weinberger, RCA; "Engineering Administration in a Small Manufacturing Company", by C. T. Burke, General Radio Co.; "Aircraft Radio Compasses — Principles and Testing", by R. J. Framme, Aircraft Radio Laboratory, Wright Field, O.; "Errors in Closed-Loop Direction Finders Caused by Abnormal Polarization", by R. I. Cole, Signal Corps Laboratories, Fort Monmouth, N. J.

SEPT. 23—"Functions of Electron Bombardment in Television", by I. G. Maloff, RCA Mfg. Co.; "Transient Response in Television", by H. E. Kallmann, formerly of Electrical & Musical Industries, Ltd., in collaboration with R. E. Spencer and S. P. Singer, Electrical & Musical Industries, Ltd., Hayes, Middlesex, England; "A Wide-Band Inductive-Output Amplifier", by A. V. Haeff and L. S. Nergaard, RCA Mfg. Co.; "Superheterodyne First-Detector Considerations in Television Receivers", by E. W. Herold, RCA Mfg. Co.; "Development of a 20-Kilowatt Ultra-High-Frequency Tetrode for Television Service" (in three parts): Part I. Electrical Design, by A. V. Haeff, L. S. Nergaard, RCA Mfg. Co.; W. G. Wagener, and P. D. Zottu, formerly of RCA Mfg. Co.; Part II. Construction, by R. B. Ayer, RCA Mfg. Co., and P. D. Zottu, formerly of RCA Mfg. Co.; Part III. Test Equipment and Results, by R. B. Ayer and H. E. Gihring, RCA Mfg. Co.; "Production Alignment Apparatus for Television Receivers", by L. J. Hartley, General Electric Co.

In the CONTROL ROOM

WALTER F. MYERS, chief engineer of KOWH, Omaha, since 1925, has resigned to accept a similar post with WJJD, Chicago. He replaces W. J. Gunther, who died several weeks ago following an operation. He is national vice-president of the Associated Broadcast Technicians and president of the Omaha chapter.

FIRST NATIONAL Television Inc., Kansas City, announces that the following graduates have taken posts at various stations: Clarence Olsen, WCLO, Janesville, Wis.; Warren Siverien, KFBI, Abilene, Kan.; Frank Inderweisen, KVGB, Great Bend, Kan.; Jack Lewis, KGFW, Kearney, Neb.; Charles Wiesmann, A. F. Williamson, KVAK, Atchison, Kan.

DAVID LIGHT, formerly of C. P. MacGregor, Hollywood transcription concern, has joined Recordings Inc., that city, as sound effects engineer.

FRANK CARTER, engineer of WCOL, Columbus, O., was married recently. Harold Beard, of the engineering staff, also has announced his marriage.

IVAR NELSON, chief engineer of KFYR, Bismarck, N. D., is the father of a boy born Aug. 31.

IVAN LORENZEN, transmitter engineer of KFYR, Bismarck, N. D., on Sept. 17 is to marry Pauline Bertsch, of Bismarck.

LAWRENCE O'CONNELL, operator of KWTO-KGBX, Springfield, Mo., is the father of a boy born recently.

JOHN McNICHOL, formerly of WHBU, Anderson, Ind., has joined KFBB, Great Falls, Mont., as operator-announcer.

DORE FRANTZ, engineer of KGNC, Amarillo, Tex., on Sept. 24 is to marry Jessie Marie Gilbert, of Pampa, Tex.

BILL NANCE recently joined the engineering staff of KICA, Clovis, N. M.

JOE MONROE, control operator of KCMO, Kansas City, recently married Virginia Bates.

AL CHISMARK, formerly of WOKO, Albany, has joined the engineering staff of WSYR, Syracuse.

EDDIE CROWLEY, of the engineering staff of WNAC, Boston, married Katherine Murphy on Sept. 4.

Joe Roeder has joined the engineering staff of KOY, Phoenix, as transmitter operator.

ELMO CRONK, summer relief operator of WTAR, Norfolk, Va., has been added to the permanent engineering staff of the station.

JUNE REMALY, one of the few licensed women radio operators in the country, has joined the control staff of KITE, Kansas City. C. L. Moon and Hayes Johnson, both recent graduates of the training division of First National Television school, also have joined the KITE engineering staff.

PAT MAURETTI, control operator of WSAR, Fall River, Mass., is the father of a boy born recently.

Special Diathermy Bands Are Urged by Physician

A STUDY to determine the possibility of assigning several high-frequency bands for the exclusive use of diathermy equipment by the medical profession was urged by Dr. Horatio B. Williams, of the College of Physicians & Surgeons of Columbia U., at the opening meeting Sept. 5 of the 18th annual convention of the American Congress of Physical Therapy in New York.

Explaining that such equipment and other electrical apparatus used by physicians and hospitals often caused interference with short-wave radio reception, and that police radio service frequently suffered particularly from interference from this source, Dr. Williams declared the annoyance might be decreased, and possibly eliminated, if the FCC assigned several frequencies for the exclusive use of this type of medical equipment. He also suggested that shielding and filtering might solve the problem for a small installation, and explained that development of the frequency modulated system of shortwave transmission might lead to another engineering solution of the problem.

Expedition Called Off

NATIONAL Geographic Society-University of Virginia expedition to the South Seas has been postponed due to the outbreak of war in Europe and recall of the U. S. Coast Guard Cutter *Hamilton* for active duty, which also forced suspension of NBC's plans for broadcasts from the scene of explorations. Jon M. Larson, NBC field engineer who was to have accompanied the party to conduct the broadcast, was installing special antennas on the vessel when cancellation of the trip was announced. Larson had left New York Aug. 29 with several hundred pounds of equipment, including two portable transmitters to have been used for the relays. The apparatus has been brought back to New York by Larson, where it will be stored until the expedition can be resumed.

BUSY SEASON AHEAD!

Better get your Recording Equipment in Shape

● Fall time is already sold out on dozens of stations. European news is playing hobs with program schedules. Election campaigns are coming.

This year more than ever before you will need thoroughly dependable recording equipment so that you can record programs for delayed broadcast. Without a modern Presto installation you may have to turn down thousands of dollars worth of business because time is not available when it is needed.

For making recordings to be broadcast, Presto recommends the new 8-B recorder. This recorder makes transcriptions so perfect that they cannot be distinguished from live studio broadcasts. In the 8-B is included every feature, every operating convenience that has been suggested by the hundreds of leading station engineers who have used Presto equipment for the past four years.

Plan now to modernize your recording installation. Be ready to take advantage of the plus business that may come to you when you least expect it.

Write today for full description of the Presto 8-B recorder.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

WBAL means business in Baltimore

New York Philharmonic On CBS for 10th Year

THE 98th season of concerts by the New York Philharmonic-Symphony Orchestra will start Oct. 15 on CBS, 3 to 5 p. m., with John Barbirolli, young English conductor, as permanent director of the orchestra, now entering its tenth consecutive year of broadcasting. Guest conductors this season will be Georges Enesco, Rumanian composer-conductor; Albert Stoessel, American conductor of the Oratorio Society, and Serge Prokofieff, Russian composer, while Deems Taylor, CBS music consultant, will return as intermission commentator. For the first time since 1928-29, the Philharmonic will undertake an extensive tour of the United States and Canada, visiting 18 cities in all. Broadcasts will originate from Carnegie Hall, New York, with the exception of two, from Chicago on Nov. 26 and Utica Dec. 3.

Ernest Schelling, director of the Young People's Concerts, will again conduct the six Saturday morning programs on CBS, 11 a. m. to 12:30 p. m., beginning Nov. 18.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Radio AND Education

UNIVERSITY of Michigan's extension courses in "Fundamentals of Radio" will start in the studios of WJR, Detroit, Sept. 20, with Prof. Waldo Abbot, head of the radio department at Ann Arbor, in charge. Last year the class was so large it was divided and sessions held both Wednesday and Thursday nights. Prof. Abbot anticipates an even larger enrollment this year. Key personnel of all Detroit stations will assist in the courses.

JAMES C. FLINT, broadcaster of *World Youth Speaks* on WHA's *Wisconsin College of the Air*, was caught in the war-rush to get back to the United States after spending the summer abroad gathering material for his programs. He made many recordings of interviews with young people in foreign countries which he will play on the broadcasts in his radio course "World Youth Speaks". Some of the discs were passed by censors and shipped to WHA. In other countries, notably Germany, no cooperation was given and no records could be made. Mr. Flint starts his new series Sept. 29.

CONTINUING its official Chicago Board of Education classroom series for the third successive year, WJJD, Chicago, starting Sept. 25 will broadcast 15-minute programs each weekday afternoon to grade school children throughout Metropolitan Chicago who are seated by radios for coordinated lessons prepared by the Radio Council under the supervision of Harold L. Kent, director.

A NEW EDUCATIONAL series sponsored over WJJD, Chicago, by the Illinois Congress of Parents and Teachers each Friday features union, industrial and educational leaders in descriptions of their specific organizations.

BY AUTHORIZATION of the Community Chest Councils, national organization embracing 450 Chests, the Los Angeles Chest is producing a series of 16 quarter-hour transcribed programs for release starting Sept. 15, a month in advance of the yearly nation-wide charity drive. Transcriptions, which are being distributed nationally, devote only one minute to the charity appeal. Balance of time stresses entertainment, according to Josèph George Catanich, radio and special features director of the Chest, who is writing and producing the series. Radio Recorders Inc., Hollywood, is cutting the programs. Name talent, equipment and facilities donated, plus routine expenses, represents more than $200,000, he stated. Cooperating are Screen Actors Guild, film studios, NBC and CBS, with top bands and motion picture talent donating their services.

FORMATION of the New York U. Radio Players to afford students in the University's Radio Workshop an opportunity to rehearse their original scripts and occasionally broadcast on local stations, has been announced by Dean Ned H. Dearborn of the division of general education. Robert S. Emerson, assistant professor in charge of radio at Washington Square College and former CBS assistant in production, will be in charge of the Players. New instructors are Therese Lewis, of Young & Rubicam, New York, and Norman Corwin, CBS staff writer.

IOWA Child Welfare Research Station, cooperating with the child development departments of Iowa State College, Ames, and Iowa State Teachers College, Cedar Falls, has announced the Radio Child Study Club courses for 1939-40, with roundtable discussions to be broadcast on WSUI, Iowa City, and WOI, Ames. The study course is divided into four phases, and broadcasts concerning the family and schoolage child are to be carried on alternate Tuesdays at 2:30 p.m., starting Oct. 3, and those dealing with the infant and preschool child and the adolescent, on alternate Thursdays at 2:30 p.m., starting Oct. 5.

MRS. HARRIET HESTER, educational director of WLS, Chicago, gave previews via transcription of the WLS education feature, *School Time*, to school teachers in Illinois, Wisconsin and Michigan during early September. The transcriptions presented advance programs in the 1939-40 series. Mrs. Hester plans demonstrations before 20 such groups in the Midwest during the fall and winter.

H. B. McCARTY, director of WHA, Madison, and the *Wisconsin School of the Air* announces the opening of the ninth season of programs for schoolroom use. Twelve courses are listed, including *Afield With Ranger Mac, Living History, Adventures of Peggy and Paul, Let's Draw, Nature Tales, Journeys in Music Land* (I and II), *Music Enjoyment, This Land of Ours, Rhythm and Games, Radio Reading Club*, and French for high schools. The programs are on the air weekly each schoolday at 9:30 a. m. and 2:00 p. m. over WHA, Madison, and WLBL, Stevens Point.

NETWORKS and over 200 stations throughout the country will be used to promote the purposes of Better Parenthood Week, Oct. 23-29, according to George J. Hecht, publisher of *Parent's Magazine*, sponsor of the event, and chairman of the National Committee arranging details. The opening meeting of the week will be broadcast coast-to-coast, and during the week network programs will promote the theme slogan "Give First Thought to Children." *Parent's Magazine* radio forums will also be heard.

CBS Educational Heads Plan Meeting in Chicago

FOLLOWING UP its program to coordinate network educational features with local operations, CBS has arranged a meeting of the educational directors of CBS stations in the Midwest in Chicago Sept. 21-22. Participants in the meeting, to be conducted by Sterling Fisher, CBS director of education in cooperation with WBBM, Chicago, will discuss problems of correlating network and local programs, promoting use of educational broadcasts and developing further cooperation between broadcasters and educators. A meeting for educational directors in the New England section is planned for October, according to Mr. Fisher.

Coincident with the announcement that 101 CBS stations have designated their own educational directors as part of Mr. Fisher's plan for expanding the network's educational efforts, the network announced appointment of three new regional directors — Mrs. Frances Farmer Wilder, KNX Hollywood, for the Pacific Coast [BROADCASTING, Sept. 1]; Lloyd G. del Castillo, program director of WEEI, Boston, for New England, and Mrs. Lavinia S. Schwartz, education director of WBBM, Chicago, for the Midwest.

THE Missouri Federation of Women's Clubs has voted the *Ford Sunday Evening Hour* its favorite program. In type of programs, music was first, followed by drama and news. Favorite news analysts are H. V. Kaltenborn, CBS, and Harry W. Flannery, KMOX, St. Louis. Favorite child program was the CBS *American School of the Air*.

CBS has prepared 150,000 copies of a 96-page advance booklet covering about 120 *School of the Air* broadcasts for the season.

A RICH AREA –
MINING - FARMING - RANCHING
CATTLE - SHEEP - WHEAT
SUGAR BEETS
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

YOUR BEST PROTECTION**

IN THE PHONOGRAPH RECORD SITUATION

IS THE *Standard Radio* LIBRARY SERVICE

** SAVE a minimum of $660 yearly. A basic library of 1,500 selections, 100 new selections monthly, 20 hours continuity weekly, filing equipment, merchandising aids and other vital advantages. No limitations, no restrictions, no threat of future litigation. Your best bet NOW —and for the future—is the Standard Transcription Library.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

LaGuardia Urges Cultural Network

PLANS for a shortwave "cultural network" linking the nation's educational stations were advanced by Mayor LaGuardia of New York Sept. 2 in a message lauding the idea sent to the convention of the National Assn. of Educational Broadcasters at Ames, Ia., on the occasion of the New York municipal station, WNYC, joining the association. M. S. Novik, director of the Municipal Broadcasting System, represented WNYC at the convention.

"We all recognize that the problems which confront the educational and non-commercial radio stations in this country are complex," Mayor La Guardia's message said. "I am glad to learn that you have placed on your agenda for discussion the petition before the FCC to change the present rules that restrict radio transmission to the many educational stations throughout the country by any other method than telephone wire.

Hearing Deferred

"In taking our place at the convention, we are not unmindful of the possibilities of service to be rendered to you by taking advantage of the appearances of the many outstanding orchestral, musical, educational and cultural organizations in the East and the presence of the many outstanding prominent visitors from abroad so that by shortwave and by rebroadcasting they may give of their talents to the communities which you serve."

Hearing on the application of Mayor LaGuardia to have the FCC rules revised to permit use of shortwave links in lieu of telephone land lines has been postponed by the FCC from Sept. 11 to Oct. 16.

Artists Training Course Of NBC Lists Speakers

DR. WALTER DAMROSCH, member of the NBC Advisory Council and conductor of the *Music Appreciation Hour*, which begins its 12th season on NBC Oct. 13, will be the first of 13 guest speakers who will address students in the recently announced artist-management training course to be conducted under direction of George Engles, NBC vice-president in charge of the network's Artists Service [BROADCASTING, Sept. 1]. Under the novel plan 10 young men will be chosen from NBC personnel for the artist-management training.

Other guest speakers include Maj. Lenox Lohr, NBC president; Edward Johnson, general manager of the Metropolitan Opera Co.; Gladys Swarthout, opera singer; Margaret Anglin, actress; John F. Royal, NBC vice-president in charge of programs; Ned Depinet, RKO vice-president; Jules Levy, RKO vice-president in charge of sales; Bob Landry, radio editor of *Variety;* Gertrude Berg, radio writer and actress; Nellie Revell, radio interviewer; Christy Walsh, sports promoter, and Bill Stern, NBC-Blue sports announcer.

FEDERAL Radio Education Committee, Washington, will use the John James Audubon dramatic series presented last year on WHAS, Louisville, by Kentucky U., under direction of Elmer G. Sulzer, university radio director. Writers were Lucile Thornton and William K. Hubbell.

Names in the News

TO ASSURE proper pronunciation of Polish names by announcers of WTMJ, Milwaukee, a clinic has been set up for the station's announcers, with John Slupinski, WTMJ engineer, officiating. Slupinski, of Polish descent and a master of the language, coaches the announcers on the correct pronunciation of Gdynia, Pzsjownyz and other jawbreakers bobbing up in the news reports. Sneezing these pronunciations in Milwaukee is a serious matter, since the city has a large Polish population.

Damrosch Returns

NBC's *Music Appreciation Hour*, under direction of Dr. Walter Damrosch, famous music educator and music counsel for NBC, will return for its twelfth consecutive season on the air Oct. 13, and will be heard Fridays, 2-3 p.m. (EST). In addition to two special programs Oct. 20 and Jan. 19, 1940, when full hours of folk songs and opera will be presented, innovations for the program this year include a revision of the format of the students' worksheets and teacher's guide, prepared by Lawrence Abbott under direction of Dr. Damrosch, whereby the worksheets now contain data which formerly appeared only in the instructor's manual. The season will conclude May 3, 1940, with a students' achievement program to measure listeners' progress during the year.

H. V. KALTENBORN, CBS news commentator, has been invited, along with more than 20 other members of the Overseas Press Club of America, to contribute a chapter to a book, *The Inside Story*, to be published by Prentice-Hall late this year. The contributors, all world-famous foreign correspondents, relate unusual experiences encountered in their globe-trotting. Among other contributors are Webb Miller, chief of UP's European bureau; Bob Davis, traveler-columnist; Irene Kuhn; Wythe Williams and Cornelius Vanderbilt Jr. Robert Spiers Benjamin will edit the volume.

THE week of Oct. 7 has been designated by the National Macaroni Institute for the third National Macaroni-Noodle Week.

WFBL
SYRACUSE
Buy "GOOD NEWS"
and Sell Central New York
Stimulate sales with "Miss GOOD NEWS"— a participation show, 8 years old, and one of the oldest women's programs on the air. Broadcast 15 minutes every weekday morning. A helpful shopping service with a tremendous feminine following. Write or wire for rates and time available.
WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

NBC Educational Series Revised in Accordance With 'Planned Pattern'

FOLLOWING an analysis of educational broadcasting in this country and abroad, directed by Dr. James Rowland Angell, NBC educational counselor, NBC has announced a revised schedule for its educational programs, patterned to cover definite fields in education and simulating tried and proved educational procedure. The "planned pattern" treatment of educational material is designed to eliminate duplication of programs in the same field and to provide an entrance into new educational fields, according to the network's educational directors.

The new "pattern" is divided into six major classifications of education, including:

Humanities: Music, drama, literature, history and the fine arts.

Social sciences: Public affairs, psychology and general social sciences.

Natural sciences: Astronomy, geology and physics.

Biological sciences: Health and hygiene.

General science: Programs such as *The World is Yours, Science on the March* and *Science in the News.*

Professions: Religious programs and broadcasts, especially for educators, and programs devoted to a law, aviation and general business.

"Programs specifically educational are planned to serve three purposes: Direct use in classrooms, assigned listening and for general listening to history in the making, as represented by current events," NBC commented in its announcement. "In mapping such a planned program schedule we are seeking to eliminate duplication and supply programs for those fields of activity not represented on our schedules and to coordinate all these into a well-balanced and comprehensive pattern of public service programs.

"Such a planned pattern is not expected to become operative at once, for we are sifting all program ideas conceived by us and those cooperating with us, and we intend to add to our schedule only those which we believe from past experience will serve each desired purpose."

Toscanini on Way

ARTURO TOSCANINI, who has completed his summer task of conducting a music festival at Lucerne, sails for America Sept. 18 from Bordeaux, France, aboard the *Manhattan.* Fears that he might be unable to obtain the necessary transit visa to permit him to cross France in time to make this sailing proved groundless, according to NBC executives, who said all arrangements had been made and he would return to the United States as planned.

The New
WKBN
YOUNGSTOWN-OHIO
The Key to the Rich Mahoning Valley-Serving
2,000,000 LISTENERS
1000 WATTS DAY • 500 WATTS NIGHT

First
IN PULLING POWER
DOUBLE PULLING POWER
WHK NOW 5000 WATTS
DAYTIME
WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

Voluntary Plan for War News Adopted

Normal Schedules Form Basis of Station-Network Plan

(*Continued from Page 11*)

were cast overboard to make way for news broadcasts.

However, the policies were left sufficiently flexible to permit European pickups wherever deemed necessary along with commentaries by qualified authorities at regular intervals. Because of the admonition from Mr. Early Sept. 6, that radio was a "rookie" and has yet to prove its ability to keep within limitations, the networks set forth clearly in their joint agreement that every effort would be made to be "temperate, responsible and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience."

Suitable for Stations

The policies as adopted, it was reported, followed closely those originally drafted by Mr. Klauber for CBS. Each network has drafted its own set of practices to govern their operations but in general these conform to the standards set up in the voluntary agreement reached by the three networks.

Mr. Miller explained that while the cooperative arrangement had been reached Sept. 7 at the New York conferences, it was felt that "as a matter of courtesy" the FCC should be informally made aware of it before any public announcement. It was assumed this procedure was decided upon to avoid repercussions occasioned several months ago, when the NAB announced its protest against new rules to govern international broadcasting before the FCC itself had received the formal notice.

While the arrangement agreed to by the networks was primarily applicable to networks rather than individual stations, Mr. Miller said the general principles involved in it could be made applicable to all stations.

No date has been set for another informal conference with the FCC, Mr. Fly said. He added, however, that "all parties will continue to give consideration to the most effective means of assuring that broadcasting operations in this period of stress will promote the public interest."

Meanwhile, it was understood that the FCC had decided to postpone indefinitely action on revision of the provocative international broadcast rule, which in its original form specified that programs broadcast over such stations shall reflect the "culture" of this country and "promote international good will, understanding and cooperation." The FCC on July 14 indefinitely suspended this provision pending consideration of evidence presented at hearings which began on that day. In the light of the international situation, it is understood that the Commission will permit the suspension to stand indefinitely.

The President's declaration of a state of "limited national emergency" Sept. 8 had an indirect bearing on communications. Since the Federal Bureau of Investigation, which will require 150 additional G-men, is charged with control of espionage, it is presumed it will collaborate with the FCC in its effort to suppress propaganda, whatever its source. It is not unlikely, for example, that the nationality and antecedents of licensees of radio and communications facilities in every phase of activity will be checked.

While the factual situation with regard to the Government's attitude toward broadcasting is substantially unchanged [BROADCASTING, Sept. 1], it nevertheless is apparent that it is being subjected to close surveillance by governmental agencies, lest unneutral provocations develop. Steps toward voluntary regulation by the industry, already crytallizing in the form of self-imposed restraints on news broadcasts and commentaries, are relied upon to prevent Government intervention insofar as standard broadcasting is concerned.

International Stations

But there is definite suspicion that international broadcast stations— 14 in number—will be in some way affected, even during the period of neutrality. There was talk about voluntary silencing of such stations or of permitting existing licenses to expire under their own terms when they are due for renewal Nov. 1. These stations are believed to present the greatest problem in connection with possible provocation abroad.

Falling in a somewhat analogous sphere are stations transmitting foreign-language programs which might provide a means of disseminating subversive propaganda not readily checked by station managements. Extreme caution was advised generally in connection with such programs and a number of foreign-language stations already have decided to eliminate news broadcasts and commentaries in any language other than English.

In high official quarters, it was stated that the Presidential proclamation dealing with broadcasting and communications will not be issued by the President until conditions in the European War crystallize more definitely or grow worse. As a matter of fact, the statement on behalf of the President by Secretary Early, that the administration has no idea of imposing censorship on radio or the press until and unless this country goes to war, was interpreted as a refutation of the "scarehead" stories published earlier that censorship was imminent.

Coincident with the appointment of the special FCC committee, Mr. Fly said that the FCC's desire was toward a "cooperative balanced approach" to the problem and for a mutual interchange of views. He said that as far as he was concerned "censorship is far away", but added that the Commission through its newly-appointed committee desires to keep its finger on the pulse of the situation and maintain close contact with other Government departments and with the industry on maintenance of neutrality.

Federal Policies

While it is admitted that a proposed proclamation on broadcasting and communications is before the President, its existence does not necessarily imply immediate promulgation and enforcement. Necessity for such action first must be demonstrated, according to informed officials. Moreover, the fact that the FCC is now headed by a new chairman, who desires to familiarize himself with the entire situation before embarking upon any definite course, augurs for delay until such time as he has reviewed matters not only with other

MAN-MADE STATIC

Duffy in *Baltimore Sun*

Joint Network News Coverage Policy Based Mainly on Klauber Draft

THE JOINT network arrangement on news coverage, it was learned, was based principally upon a statement of CBS policies drafted for that network by Executive Vice-President Edward Klauber. Mr. Klauber's memorandum set forth at length practices to be followed in covering war developments. It was drafted, Mr. Klauber explained, to "formalize and amplify the instructions under which we have been operating ever since the crisis developed."

The CBS policy of having "no editorial views of its own and not seeking to maintain or advance the views of others will be rigidly continued," the memorandum stated. It emphasized that CBS as an organization has no editorial opinions about the war and therefore those who are its voice in presenting or analyzing the news "must not express their own feelings".

"In being fair and factual, those who present the news for Columbia must not only refrain from personal opinion, but must refrain from microphone manner designed to cast doubt, suspicion, sarcasm, ridicule, or anything of that sort on the matter they are presenting," Mr. Klauber advised.

Regarding the moot subject of news analysts, Mr. Klauber said they should elucidate and illuminate the news using common knowledge or special knowledge posessed by them or made available to them. "They should point out the facts on both sides, showing contradictions with the known record, and so on. They should bear in mind that in a democracy it is important that people not only should know but should understand, and their function is to help the listener to understand, to weigh, and to judge, but not to do the judging for them. He added that fairness and temperateness are of the essence in news analysis.

"An unexcited demeanor at the microphone should be maintained at all times, though the tempo can of course be varied with the nature of the news. Dire forebodings, leaving the radio audience hanging up in the air and filled with suspense and terror, of our own creation, are not good broadcasting. We should not tell the listener that, at this very moment, innocent women and children may be drowning somewhere in the Atlantic because another ship may have been torpedoed by a German submarine, or anything of that nature."

CBS, in making use of its several main news sources, at all times must be careful "to label information for what it is, using the same kind of care that is habitually used by press associations and good newspapers," he advised. "We must try to distinguish fact from rumor, official information from semi-official 'high sources', and so on, and from mere gossip. Of course, the greatest weight should be given to those things known to be factual. We should make known at frequent intervals that the news received from many sources is censored and that, therefore, it may be incomplete and at times even inaccurate."

Comment by Lohr

The voluntary agreement among the networks represents their best efforts to serve the radio audience of this country to the best of their ability and to cooperate fully with the neutrality policy of the U. S. Government, Lenox R. Lohr, president of NBC, commented.

So far as NBC is concerned, Mr. Lohr said, it will continue to supplement special and regular news broadcasts with first-hand information from its large and experienced staff in Europe on both networks. He paid tribute to the press for its cooperation with NBC in covering the war, saying:

"The NBC will, as heretofore, give credit over the air to newspapers and press associations cooperating with the NBC. This cooperation by the press with radio has enabled us to furnish the American public with the most comprehensive news coverage available anywhere in the world."

governmental departments but possibly with the Chief Executive himself.

Perhaps the most significant phase of the neutrality situation insofar as radio is concerned will be the placing of responsibility with particular governmental agencies. The military services, the Department of Justice, the Post Office Department and the FCC have all participated in the preliminary discussions. The executive proclamation, if and when it comes, unquestionably will place responsibility either with the military services or with the FCC, the result depending upon the logic of the situation as it may be viewed by the President at that time. Because the FCC and its predecessor Radio Commission have had more than a dozen years of background and experience in regulating radio and communications, its selection for handling of the neutrality duties, it was pointed out, would be logical.

At the FCC, in its informal discussions emphasis appears to have been placed on the interpretation of "public interest, convenience and necess.ty" and whether those requirements change by virtue of the existing situation. The public interest clause is a flexible one, it was pointed out, and requirements in normal times might not hold in periods of stress.

Mr. Fly declared that it may or may not be that the FCC will conclude upon issuance of "guides" for the industry to avoid unneutral acts. At this time the FCC's desire is to keep "intelligently aware" of all phases of the picture.

Amateur radio operators, some 50,000 strong, along with international stations and foreign-language broadcasters, constitute the groups most likely to be affected in the event the situation becomes critical. The American Radio Relay League, parent organization of the amateurs, advised its members Sept. 7 that "proper care will be taken to avoid the possibility of any specific restrictions for the amateur service." K. B. Warner, ARRL executive secretary, brought out that each amateur is responsible "for his own individual neutrality and must guard his conversations to make sure they can aid no belligerent or be subject to the penalties for misconduct."

President's Talk

The President himself loosed the first broadside against publication or broadcasting of foreign propaganda which might jeopardize American neutrality. It came in his radio address over the combined nationwide networks Sept. 3. It was his reference to radio on equal footing with the press that brought the outcropping of spurious news stories that censorship was to be clamped on radio—stories which stated that "rules" would be issued promptly by the FCC.

These stories, in turn, brought a volley of criticism from newspapers and syndicate writers who deprecated any steps implying radio censorship, citing again that if it came the press would be next in line. While speculation was spirited for several days, the fog was dispelled when Secretary Early stated Sept. 6 that the President has no desire to censor either press or radio unless this country is faced with war.

In his address to "the whole of America" via the combined networks, the President said that the people of this country "are receiving news through your radios and your newspapers at every hour of the day", making them "the most enlightened and the best informed people in all the world at this moment". Then he declared it is of the "highest importance that the press and the radio use the utmost caution to discriminate between actual verified fact on the one hand, and mere rumor on the other."

Voluntary Restraints

The immediate result of the Chief Executive's admonition was liberal use of qualifying phrases in both published newspaper reports and in news bulletin broadcasts. Networks then launched their efforts to impose voluntary restrictions on war news and commentaries. Because radio was performing to its greatest audience by virtue of the war hysteria, it at once became apparent to broadcast executives that extreme caution was not only desirable but essential.

After the flurry of speculation and the flat predictions of radio censorship, Secretary Early's statement Sept. 6 on the President's behalf, provided the reassurance desired by the broadcasting industry and the press. While dealing equally with the two media with regard to censorship treatment, Mr. Early stated at his press conference that broadcasting was a "rookie" which has yet to prove its ability to keep within proper limitations during national emergency.

In his initial statement, Mr. Early asserted there was no censorship plan "at present" but later qualified this by stating he meant "unless and until" this country went to war. If radio can prove itself a "good child" and is well-mannered in the handling of news during the critical period, it will

Covering Congress

OPENING of the special session of Congress, called by President Roosevelt for Thursday, Sept. 21, will be covered by all three national networks, special permission for broadcasts from the House chamber having been received from Speaker Bankhead at his home in Alabama shortly after the President's announcement. The White House has authorized the networks to make frequent announcements that all members of Congress should return to Washington for the special session, pointing out that no formal notification would be sent to members of the House. Broadcasts of the President's announcement of the special session call marked the first time Congressmen have received first notification by radio about a special session.

Flash! *Flash!*

74% of Retailers Pick WTAG

HOOPER-HOLMES Survey Shows Astounding Preference for Worcester Station

By Special Correspondent

Worcester, Mass.—More than 600 retailers in Worcester County were personally interviewed by Hooper-Holmes investigators during the last week in August. One question asked was—"What station would you use to advertise in this community?"

74.1% said WTAG. The second station was mentioned by but 9% and the third station, a 50,000 watter, by but 4.7%.

So, in this great Central New England market it's WTAG, 9 to 1, by the men who sell goods — your dealers. WATCH for further details.

WTAG

WORCESTER, MASS.

NBC Basic Red Network

Yankee Network

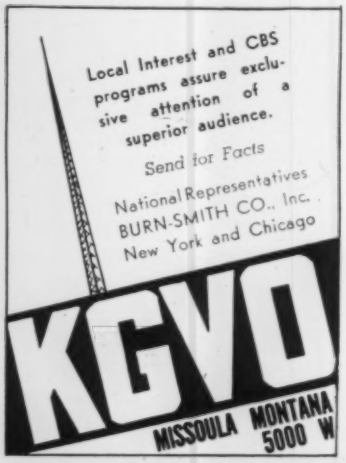
Represented by

EDWARD PETRY & CO.

be left to its own resources as were the newspapers during the last conflict, Mr. Early intimated. On the other hand, if radio does not acquit itself properly, the Presidential secretary said the Government's disposition would be to teach it "manners", but he did not elaborate.

Shortwave Problem

At the White House too, there was some conjecture about international and amateur stations, because it is thought that by virtue of their ability to carry on foreign communications they are in a position to give "aid and comfort" to belligerents, and thereby endanger our neutrality. Mr. Early said the Government feels that all shortwave broadcasters should be scrupulously careful and its proposes to watch their operations closely.



In amplifying his "rookie" analogy, Mr. Early explained that newspapers have been through many campaigns and had performed well in war and peace as well as in periods of proclaimed neutrality, while radio has had no experience whatever in self-discipline in news broadcasting during stress. Avoidance of propaganda is the crux of the warning, since the President has announced his determination to stamp out communistic and pro-dictatorship outpourings and prevent this country's use as a clearing house for information to belligerent nations.

Meanwhile, the FCC found the war situation had provoked a number of situations of which it was forced to take cognizance. Dean Carl Ackerman of Columbia University School of Journalism on Sept. 6 wired the Commission protesting any proposal to curb news broadcasting. He took issue with Elliott Roosevelt, son of the President, head of the Texas State Network and an MBS news commentator, who had urged NAB President Miller to curb war propaganda from foreign stations rebroadcast in this country.

KWK Cuts Dorothy Thompson

Perhaps the first "incident" to gain nationwide attention was the action of KWK, St. Louis, in cutting off Dorothy Thompson, columnist and special NBC commentator, Sept. 1 during a tirade against Hitler. Robert T. Convey, KWK president, said the summary action was taken because it was his belief that the commentator was expressing "personal opinions" which did not accord with public interest, in the light of the tense international situation, the station's pledge to the FCC and the NAB code.

NAB Adjures Members

NAB, in its bulletin to members Sept. 8, emphasized the necessity for the broadcast of factual news, "free from bias or editorial opinion". It pointed out that the "method and manner" in which news is handled during the crisis is being as carefully scrutinized as is the content of the news broadcast itself. Exercise of the "greatest degree of restraint" was recommended.

Member stations were advised to carefully check and confirm all sensational news reports. Statements in conflict coming from censored belligerent sources "should be paired and notice to the public should be given that all news from belligerent countries has passed under the blue pencil of the Government censor before becoming available to American listeners."

Newspapers Comment

The "no censorship" motto of the press, invoked numerous times during the last few years, was again emblazoned on editorial pages of leading newspapers and in syndicated columns with the spread of rumor that the Government proposed to step in. The *New York Herald-Tribune*, while observing the "headaches" news coverage is giving the broadcasting industry, nevertheless concluded that recourse to "Federal censorship in whatever degree would be a cure far more harmful than the disease." It pointed out that the news problem is particularly difficult for stations catering to foreign language groups "with sympathies and emotions tremendously aroused by the progress of fighting in Europe."

The *Washington Post* in an editorial Sept. 10 praised broadcasters for the "straightforward and conscientious effort to meet the problem of neutrality." Referring to the NAB suggestions, the newspaper declared editorially that broadcasters were making a sincere effort to cope with their problem "in a way that will silence any demands for Federal censorship. Hope for their success in this effort will be unanimous."

David Lawrence, noted columnist, said Sept. 7 that in the "inevitable hysteria which follows in the wake of a big war, there is much loose talk here about censorship." He observed that the Roosevelt Administration was in no way encouraging it but in reality was making it clear that "no censorship is planned for radio."

Pointing out that during the World War it was the proud boast of the American press that, although a censorship law was drawn up, it was never applied. Mr. Lawrence recalled that "a voluntary censorship was applied." Declaring that the plan worked well from beginning to end, he observed that "if emergencies likely to become so serious as to involve the national defense of the United States should arise, radio stations and newspapers can doubtless find a basis for voluntary cooperation with the Government without being subjected to a prohibition by regulation or statute."

The network policy agreement was praised by the *New York Times* editorially Sept. 13. Declaring the agreement means that the networks are aware both of the "public and private criticisms that have been directed toward the manner in which some of the war news has been handled on the radio", the *Times* said that it was gratifying evidence of the determination of radio "to curb a real nuisance and possible danger." If the radio systems can get news broadcasters to confine themselves to "calm, objective, impersonal statement, it will be a great gain."

Walter Lippman's Plaint

Walter Lippman, the syndicate columnist, devoted his Sept. 14 article to a critique of radio's handling of war news, in which he stated:

"Nobody has enjoyed the hideous news that the radio and the newspapers have had to present, but I feel fairly sure that the popular resentment against the radio which has been only too evident in the past ten days, has been caused by the broadcasters who threaten the listener in a hot, moist and fervent voice, conveying a mood of breathless alarm and mounting danger. That manner may be all very well for reporting a prizefight, but when the event itself is intrinsically important, most of us would prefer to have it announced in a dry, crisp, clear, deliberate voice and in a language of nouns and verbs and direct statements, rather than of adjectives and metaphors. * * *

"Except for the announcement of news of great importance and absolute certainty, as, for example, the news that a war has been declared, the radio ought, I think, to present the news less often—perhaps only twice a day, but at greater length and not hot off the ticker but edited, as a newspaper is edited. The gadget which makes it possible to record and then broadcast would seem to provide the means for presenting news that has been properly prepared and edited.

"If I were a station manager I think I would broadcast a news report only from a record that I had been able to hear before it was put on the air. That is what newspapers do when they pass the news through the hands of copyreaders and proofreaders and editors before starting the press."

Newspaper's Spots

PHILADELPHIA *Evening Bulletin*, through the Donovan-Armstrong Agency, has purchased spot announcements following all "war news" broadcasts on WCAU, the announcements calling attention to special editions issued by the paper. WCAU also has installed loudspeakers on the second floor of the studio building at 1622 Chestnut St. to carry all special news broadcasts during the war crisis.

Kitchen Bouquet Test

GROCERY STORE Products Sales Co., New York (Kitchen Bouquet), in a Southern California campaign, on Sept. 11 started for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives' Protective League* on KNX, Hollywood. Ruthrauff & Ryan, New York, is agency.

SOMETHING TO CHEER ABOUT
IBC Stations reach the largest Italo-American audience in the country . . . play before approximately 1,500,000 who spend over a Billion Dollars annually! That's why old accounts renew year after year and that's why more and more new concerns are coming into this separate and distinct market. Results prove you can run up tremendously large sales at low cost per listener which is something to cheer about!
WOV
NEW YORK
1000 WATTS
THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
WBIL
NEW YORK
5000 WATTS

TEXAS STATE NET STARTS 2d YEAR

TEXAS STATE network, headed by Elliott Roosevelt, second son of the President, began its second year of operation Sept. 15 with a substantial amount of national business and a new account—Consolidated Drug—which was declared to represent the largest order for network time ever placed in the Southwest. Consolidated is using one morning hour six days weekly for 52 weeks.

Among accounts now on the network, according to a TSN announcement, are Sears-Roebuck, Humble Oil, Anheuser-Busch, Ironized Yeast, International Shoe and Emerson Radio with Mr. Roosevelt himself as the "talent" in a tri-weekly commentary also carried over MBS.

During the last year four stations have been added to the network and sales offices have been opened in New York and Chicago. TSN begins its second year with Mr. Roosevelt as president and John T. Adams, former radio director of Erwin-Wasey, as vice-president and general manager. Other officers are Gerald T. Stanley, vice-president and treasurer; Stephen R. Wilhelm, vice-president in charge of production; Benton Furgason, vice-president in charge of promotion, publicity and merchandising, and Harry Hutchinson, vice-president in charge of station relations. The network's staff, headquartered at Fort Worth, including orchestra and talent, totals 183. The 24 affiliated stations are supplied with 17 hours of programs daily. All TSN sustaining programs for the Sept. 15 week will commemorate the network's anniversary.

Tums Gets Results

ENCOURAGED by striking sales increases, Lewis-Howe Co., St. Louis (Tums), has expanded its station and time facilties for its quiz program *Quicksilver* for the second time in five months. Placed through H. W. Kastor & Sons Adv. Co., Chicago, *Quicksilver* was introduced on WMAQ, Chicago, in May, 1939, on a test basis. After four weeks it moved to a regular Tuesday night 15-minute spot on the NBC-Red network, utilizing 29 stations. Effective Oct. 25 the broadcast will be expanded to 30 minutes and heard over a 52-station NBC Blue network, with rebroadcast to the Pacific Coast.

War News on Orderly Basis

(Continued from Page 18)

each, by far the most radio time ever given to any one subject. The day following, Labor Day, also brought numerous broadcasts of war news, although none of such supreme interest and importance as during Sunday. Since then, as all news from abroad has been subjected to rigid wartime censorship and as the warring nations redoubled their efforts to fill their official releases with propaganda favorable to their particular interests, the networks have generally resumed their normal schedules, confining war coverage to regular news periods and bringing special broadcasts from Europe only when something of unusual importance was happening.

On Sept. 5 MBS broadcast its final hour of recordings of news in English as sent out by the Government stations of the warring countries, announcing that since a general European war was now actually under way, to repeat foreign propaganda in this country might have an adverse effect on our neutrality. On that date NBC cancelled all scheduled pickups from Europe, notifying its representatives abroad, however, that they could have the air whenever they felt they had something of enough importance to warrant interrupting regular schedules. CBS continued broadcasting three or four programs daily by its European staffmen, but placed these on a regular routine schedule that would not interfere with normal operations.

Reasons for the curtailment of the excessive amount of European news on the air, now that the situation has passed the critical stage during which any moment might bring news of a definite turn for peace or war and settled down into a war period that may go on indefinitely, are fairly obvious. As one network executive outlined them: First, radio is primarily an entertainment medium and has no plans for entering into competition with the regular news-gathering agencies. Even if it wanted to do so, it was pointed out, radio could not afford to compete in this field, as it gives away what the press services and newspapers sell. Also, radio moves its news by transatlantic phone, a method too expensive not only for the news services but for radio if sustained on a regular basis.

Risk of Propaganda

Further, while all warring governments would be glad to furnish speakers to address American radio audiences, the strict censorship on news and the abundance of propaganda makes the acceptance of such broadcasts a risky business, which might result in an emotional reaction similar to that caused by last year's Martian drama. For this reason the American broadcasters usually insist that their pickups from European capitals be talks by either American correspondents, whose words may be cut by the censors but never dictated by these government agents, or by statesmen of such high rank as to be acceptable as official spokesmen for their countries. And finally, where a newspaper editor can cut out of his dispatches any material he deems doubtful or false, radio has no such power and once the mike is open the audience will get whatever goes into it.

Meetings of top executives of CBS, MBS and NBC to work out a joint plan of covering the war news were held daily throughout the week following the Labor Day weekend, and crystallized in the decision to confer with the special FCC committee. It was understood, at these sessions, that NBC and Mutual wanted to curtail foreign pickups as much as compatible with good service to the listening public, while CBS stood pat on its plan to continue picking up broadcasts from overseas. As a result of the conferences, NBC revised its plans to meet CBS competition, and on Sept. 9 NBC issued a new schedule of war news coverage for the coming week.

In addition to local news programs broadcast only in New York, the new NBC schedule calls for daily war news periods on both networks at 8 a.m., noon, 5:15 p.m. and midnight, plus a 7:15 p.m. period on the Red network conducted by John P. Kennedy and a 10 p.m. period on the Blue handled by Lowell Thomas, any of these spots to be used for direct broadcasts from European capitals as the news warrants. Both networks also broadcast two daily five-minute summaries of AP news and two early morning similar periods (12:55 and 1:55 a.m.) of news roundups, plus, of course, bulletins throughout the day. These schedules are slightly varied on Sundays.

Preceding the Sept. 3 peak of war news, all networks had been operating on an emergency basis to keep their listeners informed of momentary developments in the crisis which began with the announcement of the Russo-German non-aggression pact on Aug. 21 [BROADCASTING, Sept. 1] and progressed steadily along the path to

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

KEX *socks a home run for*
General Mills and Goodrich Rubber

For the sixth consecutive year Oregonian Radio Station KEX has broadcast the games played by the Portland Beavers, both at home and on the road. These exclusive sportcasts are sponsored by General Mills, Inc. (3d year) and Goodrich Rubber Co. (2d year). They are doing a splendid selling job for all concerned. It is fitting that the celebration of baseball's 100th anniversary should bring together all of the ingredients of good salesmanship—quality products, quality entertainment, quality announcing, quality radio station to link sellers and buyers.

MORAL—Play ball with a winner. Use The Oregonian's radio stations KEX and KGW to build sales and profits in the rich Oregon market.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

war until Sept. 1, when Chancellor Hitler brought negotiations for peace to a close by issuing the order that sent the German army marching into Poland. With personnel on 24-hour duty and transmitters on the air throughout the night or ready to go back on at a moment's notice, the networks gave complete coverage of events as they occurred.

London Evacuation

One of the most dramatic of the many braodcasts from Europe was the description by a BBC announcer of the mass evacuation of children from London Aug. 31, as thousands of the city's youngsters boarded trains for unknown destinations, villages throughout England where they would presumably be safer than in the metropolis in case of air raids. Air raids also furnished other high spots among the broadcasts. As William Shirer, CBS representative in Berlin, was on his way to the studio for a broadcast to America Sept. 1, the warning signal sounded and when he went on the air he was able to give CBS listeners a first hand description of the German people's reaction. Four days later, as John Lloyd of the AP was broadcasting from Paris on NBC, the screaming siren warning of an air attack cut into his words, completely drowning them out for several minutes.

An MBS lucky break in picking up an exclusive bit of wartime drama came early in the morning of Sept. 1. Word had been received that Hitler was to address the Reichstag at 5 a.m. (NYT) and MBS special features men were monitoring DJL, Berlin, for confirmation, when at 1:40 a.m. they heard a German voice announcing the official orders of Hitler to the German people warning airplanes against flying over Germany and ships against entering German or Polish ports. Realizing their importance, the network immediately began rebroadcasting the signal of the German transmitter, bringing the full message to American listeners, followed by a translation.

The entire crisis period has been marked by complete cooperation between the broadcasters and the newspapers and press associations. American newspapermen in Europe have many times taken the microphone to describe the local scene to American listeners and most of the bulletins and news flashes on the air have been picked by the broadcasters from their news tickers.

Radio Serves Press, Too

In exchange, radio has passed along its scoops to the papers and press services. Teletypes connect NBC headquarters with all wire news services and newspapers in New York City over which the network sends the press copies of speeches and other important material received from abroad. Since radio frequently transmits such material as it is being said, while the correspondents wait for full texts which must then be put on the wires for cabling or radioing across the ocean, this service frequently means a saving of many minutes on this side, an important factor in the newspaper business. CBS and MBS likewise keep the press informed, via telephone and messenger.

Evidence of this service was seen again and again on the front pages of American newspapers, whose lead stories were credited to radio or to a particular network or station. An outstanding instance was Hitler's speech to the Reichstag. Max Jordan, NBC representative in Berlin, listened to the speech and talked along with Hitler, translating for the American audience. The newspaper stories were headed: "NBC issued the following summary of Adolph Hitler's Reichstag speech, as released in Berlin by the German Government and read over the air by Max Jordan, NBC representative in Europe."

Another means by which radio aided the press was through the constant monitoring of foreign stations which occasionally broadcast information which had not previously been given to foreign correspondents. In New York a number of the papers and wire services assigned men to sit in with the broadcasters' monitoring crews to watch for such breaks.

ON THIS "Electric Recording Score Board" Bill Dyer (right) can tell at a glance just who's doing what during the baseball games he reconstructs on WCAU, Philadelphia. The baseball robot, developed by John G. Leitch, WCAU technical supervisor, is used by Dyer on days when the A's and the Phillies have no games scheduled or are rained out, in which case some other major league game is picked for reconstruction from wire reports. He gets the wire reports direct from a Western Union operator elsewhere in the studio through a headphone, and as he recites the play-by-play action, Taylor Grant (left) pushes switches and lights up a complete record of the state of things on Dyer's indicator board.

KROW Control Passes To KSFO Management

CONTROL and management of KROW, Oakland, Cal., on Sept. 1 passed into the hands of its recent purchasers [BROADCASTING, Aug. 1] and the station is now operated under the same management as KSFO, San Francisco. Purchased for slightly less than $110,000, the company is now 49% owned by Wesley I. Dumm, chief owner of KSFO; 30% by Fred J. Hart, former operator of KGMB, Honolulu; 17½% by Philip G. Lasky, KSFO general manager; 3½% by Wallace F. Elliott, of the Tomaschke-Elliott agency, Oakland. H. P. Drey, former KROW manager, resigned as of Aug. 31, as did the former board of directors. Mr. Lasky and his wife left Sept. 11 for the Chicago NAB convention, after which they planned to go to New York and Washington and return via the Panama Canal.

Woodbury Shift

WITH Charles Boyer held in France on war duty call, John H. Woodbury Co., Cincinnati (soap), has revised plans for its fall NBC-*Woodbury Playhouse* series. Boyer was due to resume with the dramatic series, but Herbert Marshall will replace him starting Oct. 4 when the weekly program switches from Sunday to Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). It is reported that Boyer is a reserve officer in the French artillery and subject to early call. Lennen & Mitchell, New York, is agency.

Oil Burner Series

BRIGHAM OIL BURNER Co., St. Louis, has selected three stations in the U. S. and two in Canada with a series of 36 announcements Monday through Saturday to begin with cold weather in each market picked. Gardner Adv. Co., St. Louis, is the agency.

Numerous Shifts in Network Schedules Are Effective at End of Daylight Time

MANY of the stations now carrying regular CBS and NBC programs will shift their time of broadcast after Eastern Standard Time goes into effect Sept. 24. In most cases the change entails a move from the rebroadcast to the early broadcast for Midwest stations, while for other programs additional stations will be used or rebroadcasts initiated. MBS has reported no changes to date as a result of the return to Standard Time.

The following CBS programs are affected by the change:

American Oil Co. (Amoco gas), *Edwin C. Hill*, effective Sept. 25, WCAO WJSV WNBF WCHS WMMN WGBI WAIM WRDW WBT WDNC WRVA WDBJ WGST WMBR WSJS WQAM WDBO WDAE WJNO WWNC to early broadcast, 6:05-6:15 p.m.

Bowey's Inc. (Dari-Rich products), *News and Rhythm*, effective Oct. 15, WABC WOKO WCAO WEEI WGR-WKBW WBBM WCKY KRNT WJR WDRC WFBM KMBC WHAS KOIL WCAU WJAS WPRO KMOX WFBL WJSV WBNS WHEC WGAN WGST WAPI WREC WORC from 11-11:30 a.m. to 2:30-3 p.m.

Procter & Gamble Co. (Chipso), *Manhattan Mother*, effective Sept. 25, WABC WADC WGAR WJR WCAU WJAS WFBL WBNS WHEC WKBN WBBM CFRB from 9:30-9:45 a.m. to 9-9:15 a.m.

Procter & Gamble Co. (Teel dentifrice), *Professor Quiz*, effective Sept. 29, adds KLZ KLS KNX KARM KROY KOIN KSFO KIRO KFPY KVI for rebroadcast 9-9:30 p.m.

U. S. Tobacco Co. (Dill's best tobacco), *Model Minstrels*, effective Sept. 25, KRNT WFBM WHAS KOIL KMOX WIBW WAPI WREC WLAC KRLD KOMA KTSA KWKH WTUL WCCO WNAX to early broadcast, 8:30-9 p.m.

General Foods Corp. (Postum), *Lum & Abner*, effective Sept. 25, WGAR KRNT WJR WFBM WHAS KOIL WMOX WIBW WAPI WCCO KLRA WREC WLAC KRLD KTRH KOMA KTSA KTUL WTAQ WNAX to early broadcast, 7:15-7:30 p.m.

Liggett & Myers Co. (Chesterfields), *Paul Whiteman's Orchestra*, effective Sept. 27, KRNT WFBM WHAS KOIL KMOX WELA WMBD WIBW KFH WAPI WDOD WRBL WNOX KLRA WREC WCOC WSFA WLAC WWL KRLD KTRH KOMA KTSA KWKH KTUL WOC KDAL WTAQ WMFG WKBH WCCO WHLB WNAX to early broadcast, 8:30-9 p.m.

John H. Woodbury Co. (Woodbury soap), *The Parker Family*, effective Sept. 28, WBBM WCKY WGAR KRNT WJR WFBM KMBZ KFAB WHAS KOIL KMOX, to early broadcast, 7:15-7:30 p.m.

NBC program changes are all shifts from the rebroadcast time to the early broadcast, as follows:

General Foods Corp. (Jell-O), *The Aldrich Family*, effective Oct. 1, WIRE WTMJ KSTP WDAF WBOW WGBF WIBA WEVC KELO KANS WAVE WSM WMC WBRC WJDX WSMB KDOO WKY KTBS KARK WDAY KFYR to early broadcast, 7-7:30 p.m.

Liggett & Myers Co. (Chesterfield cigarettes), *Fred Waring*, effective Sept. 25, WTAM WWJ WLW WOOD to early broadcast, 7-7:15 p.m.

Miles Laboratories (Alka-Seltzer), *National Barn Dance*, effective Sept. 30, KWK WMT WTCN KSO WREN WBOW WBGF WEBC WAVE WMC WBRC WJDX WSMB KVOO WKY WBAP KTBS KPRC WOAI KTHS KARK KGNC WDAY to early broadcast, 9-10 p.m.

P. Lorillard Co. (Sensation cigarettes), *Sensations & Swing*, effective Sept. 25, WTAM WMBG WPTF WSOC WIS WCSC WJAX WFLA WLAK WIOD to early broadcast, 7:30-8 p.m.

Philip Morris & Co. (cigarettes), *Johnny Presents*, effective Sept. 26, WIBA WEBC KANS WAVE WSM WMC WBRC WJDX WALA WCOA KVOO KTBS KGBX KOA KDYL to early broadcast, 8-8:30 p.m.

Lever Series Returns

LEVER BROS., Cambridge, Mass. (Rinso), thru Young & Rubicam, New York, after a summer layoff, on Sept. 19 resumes *Big Town* with Edward G. Robinson, on 67 CBS and 26 CBC stations, Tuesday 8-8:30 p. m. (EDST), with West Coast repeat, 7:30-8 p. m. (PST). Ona Munson, film actress, is slated for the role of Lorelei in the series, a role played by Claire Trevor for several seasons. William N. Robson, recently transferred to Hollywood from the CBS New York production staff, is to produce under personal direction of Robinson. Crane Wilbur is story editor.

Lever's Plans

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), which on Sept. 19 starts its new *Tuesday Night Party* program with Walter O'Keefe on CBS, has signed Bobby Dolan's orchestra for the program and on Oct. 3 will start Mary Martin as vocalist. Ruthrauff & Ryan, New York, handles the account.

Registration at Special NAB Chicago Convention . . . . .

Abert, Donald B., WTMJ, Milwaukee
Adcock, S. E., WROL, Knoxville
Aitkenhead, John, WADC, Akron
Akerberg, Herb V., CBS
Akerman, Ben, WGST, Atlanta
Alburty, E. A., WHBQ, Memphis
Alcorn, Wm. C., WBNX, New York
Allen, Edward A., WLVA, Lynchburg, Va.
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashbacker, Grant F., WKBZ, Muskegon, Mich.
Atteberry, Ellis, KCKN, Kansas City, Kan.

Bailey, W. K., KFNF, Shenandoah, Ia.
Baker, Roy R., WTRC, Elkhart, Ind.
Bangert, H. W., WDAY, Fargo, N. D.
Bannister, Harry, WWJ, Detroit
Barrett, Neal, KOMA, Oklahoma City
Barroll, H. Hope Jr., WFBR, Baltimore
Batchelder, H. W., WFBR, Baltimore
Behrman, Wm. W., WBOW, Terre Haute, Ind.
Benson, Lester A., WIL, St. Louis
Betteridge, Harry W., WWJ, Detroit
Bill, Edgar L., WMBD, Peoria, Ill.
Bishop, Edward E., WGH, Newport News, Va.
Bishop, Frank, KFEL, Denver
Bliss, Sidney H., WCLO, Janesville, Wis.
Bondurant, Hale, WHO, Des Moines
Booth, Robert W., WTAG, Worcester, Mass.
Born, H. H., WHBL, Sheboygan, Wis.
Boyle, John J., WJAR, Providence, R. I.
Brennen, Hugh J., WJAS, Pittsburgh
Brennen, Kenneth H., KQV, Pittsburgh
Bridges, Walter C., WEBC, Superior, Wis.
Bright, Arthur L., KFPY, Spokane
Brown, Enoch, WMC, Memphis
Brunton, Ralph R., KJBS, San Francisco
Butcher, Harry C., CBS, Washington

Caley, Charles C., WMBD, Peoria, Ill.
Campbell, Martin, WFAA, Dallas
Carmichael, V. E., KWK, St. Louis
Carpenter, H. K., WHK, Cleveland
Cavey, Francis A., WWL, New Orleans
Chafey, C. M., WEEU, Reading, Pa.
Chapman, Roy T., KTSM, El Paso, Tex.
Church, Arthur B., KMBC, Kansas City
Cisler, Stephen A., WGRC, Louisville
Clark, Plez S., KFH, Wichita, Kan.
Clifford, Marie E., WHFC, Cicero, Ill.
Cline, William R., WLS, Chicago
Cobb, Wilton E., WMAZ, Macon, Ga.
Coleman, George D., WGBI, Scranton, Pa.
Coleman, Maurice C., WATL, Atlanta
Convey, Bob, KWK, St. Louis.
Cook, Samuel H., WFBL, Syracuse, N. Y.
Coulson, W. Lee, WHAS, Louisville
Cox, Lester E., KGBX, Springfield, Mo.
Craig, Edwin W., WSM, Nashville
Craney, Ed, KGIR, Butte, Mont.

Damm, Walter J., WTMJ, Milwaukee
Davis, Donald D., WHB, Kansas City
Dellar, Lincoln, WBT, Charlotte, N. C.
Dewing, Harold L., WCBS, Springfield, Ill.
Dirks, Dietrich, KTRI, Sioux City, Ia.
Dobyns, C. Merwin, KGER, Long Beach, Cal.
Dolph, Wm. B., WOL, Washington
Draughon, Jack M., WSIX, Nashville
Duckworth, Jack W., KID, Idaho Falls, Ida.
Dyer, Gene T., WGES, Chicago

Egner, C. Lloyd, NBC, New York
Elias, Don S., WWNC, Asheville, N. C.
Elmer, John, WCBM, Baltimore
Erwin, Chas. W., WTHT, Hartford
Ethridge, Mark, WHAS, Louisville
Evans, T. L., KCMO, Kansas City

Fair, Harold C., WHO, Des Moines
Fay, Wm., WHAM, Rochester, N. Y.
Fellows, Harold O., WEEI, Boston
Fetzer, John E., WKZO, Kalamazoo, Mich.
Fisher, Birt F., KOMO, Seattle
Fitzer, H. Dean, WDAF, Kansas City
Fitzpatrick, Leo, WJR, Detroit
Flanigan, E. Y., WSPD, Toledo
Foster, Cedric W., WTHT, Hartford, Conn.

Gammons, Earl H., WCCO, Minneapolis
Gately, Hugh L., WJBC, Bloomington, Ill.
Gentling, Gregory P., KROC, Rochester, Minn.
Gillin, John J. Jr., WOW, Omaha
Gilman, Don E., KPO, San Francisco
Gimbel, Benedict, Jr., WIP, Philadelphia
Glade, Earl J., KSL, Salt Lake City
Gluck, Earle J., WSOC, Charlotte, N. C.
Graham, Art W., WKST, New Castle, Pa.
Grignon, G. W., WISN, Milwaukee
Grizzard, Ted, WLAP, Lexington, Ky.
Gunzendorfer, Wilt, KSRO, Santa Rosa, Cal.

Haase, Walter, WDRC, Hartford, Conn.
Hagman, Clarence T., WTCN, Minneapolis
Halff, Hugh, WOAI, San Antonio
Halley, Geo. E., KMBC, Kansas City
Hanover, E. A., WHAM, Rochester, N. Y.
Harding, C. Francis, WBAB, Atlantic City
Havens, Wilbur, WMBG, Richmond, Va.
Hayek, E. E. L., KATE, Albert Lea, Minn.
Hedges, Wm. S., NBC, New York
Hibbs, E. Douglass, WTEL, Philadelphia
Hickox, Sheldon B., WEAF, New York
Hill, E. W., WTAG, Worchester, Mass.
Hill, Luther L., KSO, Des Moines
Hilliard, L. L., KGKY, Scottsbluff, Neb.
Hinkle, Felix, WHBC, Canton, O.
Hobby, Oveta C., KPRC, Houston
Hoffman, Ed., WMIN, St. Paul
Hoffman, Richard W., WHFC, Cicero, Ill.
Hollister, Herb, KANS, Wichita
Holliway, Harrison, KFI-KECA, Los Angeles
Holt, Thad, WAPI, Birmingham, Ala.
Hopkins, James, WJBK, Detroit
Hough, Harold, WBAP, Fort Worth
Hubbard, Stanley E., KSTP, St. Paul
Hurt, Frank E., KFXD, Nampa
Hutchinson, Wm. E., WAAF, Chicago

Imeson, Thos. C., WJAX, Jacksonville, Fla.
Ioset, Don, WLOK, Lima

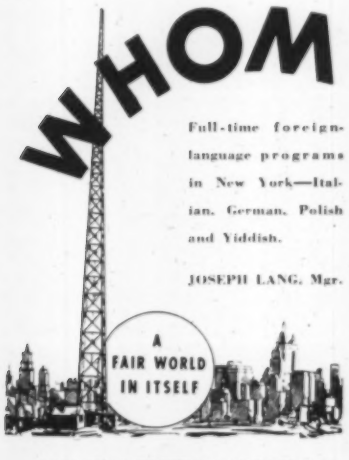
Jacobsen, Jessie, KFBB, Great Falls, Mont.
Jahncke, Ernest L., Jr., WJZ, New York
Jayne, Dan E., WELL, Battle Creek, Mich.
Johnson, Jay A., WTAX, Springfield, Ill.
Johnson, Les, WHBF, Rock Island, Ill.
Johnston, Henry P., WSGN, Birmingham, Ala.
Jones, Merle S., KMOX, St. Louis
Jordan, Ray P., WBDJ, Roanoke, Va.
Joy, Geo. E., WRAK, Williamsport, Pa.

Katzman, Louis, WINS, New York
Kay, Lambdin, WSB, Atlanta
Kaye, Sydney M., NAB, New York
Kelley, Don E., WLS, Chicago
Kelly, Geo. F., WCSH, Portland, Ore.
Kendall, John C. KGW-KEX, Portland, Ore.
Kendrick, A. J., WBS, New York
Kennedy, John A., WBLK, Charleston, W. Va.
Kettler, Stanton P., WALR, Zanesville, O.
Kirchhofer, A. H., WBEN, Buffalo
Koessler, Walter M., WROK, Rockford, Ill.
Kyler, Jim, WCLO, Janesville, Wis.

LaFount, Harold, A., WCOP, Boston
Lane, C. Howard, KFBK, Sacramento, Cal.
Lang, Joseph, WHOM, Jersey City, N. J.
Lanphier, Chas. J., WEMP, Milwaukee
Lasky, P. G., KSFO, San Francisco
LaStayo, Paul H., WAAT, Jersey City, N. J.
Laubengayer, R. J., KSAL, Salina, Kan.
Lawrence, Craig, KSO-KRNT, Des Moines
Leich, Martin L., WGBF, Evansville, Ind.
LeMasurier, Dalton, KFJM, Grand Forks, N. D.
LePoidevin, Harry R., WRJN, Racine, Wis.
Lindsay, Merrill, WJBL, Decatur, Ill.
Locke, C. B., KFDM, Beaumont, Tex.
Loeb, Howard M., WFDF, Flint, Mich.
Lohr, Lenox R., NBC, New York
Long, Dewey H., WSAI, Cincinnati
Lounsberry, I. R., WGR, Buffalo
Loyet, Paul A., WHO, Des Moines
Lucy, Calvin T., WRVA, Richmond, Va.
Ludy, Ben, WIBW, Topeka, Kan.

McCollough, Clair A., WGAL, Lancaster, Pa.
McCormick, John C., KWKH, Shreveport
McDonald, Geo., WGTM, Wilson, N. C.

(*Continued on page 85*)


WHOM
Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.
JOSEPH LANG, Mgr.
A FAIR WORLD IN ITSELF

5,000,000 POTENTIAL AUDIENCE

Results?
We Got 'Em!

Bumper Crops and rising prices in the Dakotas and adjacent areas mean that your advertising dollar will go the limit for you on

K F Y R

The Regional Station with the Cleared Channel Coverage

and

The only single medium capable of covering North and South Dakota, Western Minnesota and Eastern Montana.

550 Kc.
NBC Affiliate

Let Us Sell Your Story

5000 W. Day
1000 W. Night

Meyer Broadcasting Co.
Bismarck, N. Dakota

Gene Furgason & Co. . . . *National Representatives*

Pure Oil Renewal

PURE OIL Co., Chicago, has renewed its *Headlines & Sport Slants* 15-minute five-day weekly live talent feature on KTRH, Houston, for a 13-week period. Summer schedules of other stations on the list were not continued, although the radio billing of the company increased when its CBS program over 38 stations *Kaltenborn Edits the News* was expanded from twice to thrice weekly. The account is placed through Leo Burnett Co., Chicago.

Radio's Yachting Champs

YACHT racing champions of the broadcasting industry are Blair Walliser, WGN, Chicago, and MBS producer, and Ken Griffin, NBC and WGN feature dramatic actor, who jointly own a 10-meter sloop *Revenge*. On Sept. 10, the *Revenge* won the annual Triangular race on Lake Michigan, and the Commodore Noble trophy, for the second year, establishing a new record. Walliser and Griffin also have won the famous Mackinac Island race.

SAILORS of the Swank Grosse Pointe Yacht Club will race Sept. 24 for two trophies offered by Leo Fitzpatrick, executive vice-president of WJR, Detroit.

Facsimile Newspaper

A NEWSPAPER to be started late this fall or nearly this winter in Hartford, Conn., may be the first in the chain of facsimile-processed papers planned by Herbert Moore, head of Transradio Press Service [BROADCASTING, April 1]. At the outset the new paper will receive its news from Transradio by teletype, as there can be no prefabrication until a sufficient number of papers are signed up to make the idea economically feasible, Mr. Moore explained. After the paper has established a suburban and rural circulation, it plans to use facsimile broadcasting, in conjunction with a local station, to distribute its papers to subscribers in these sparsely populated areas, Mr. Moore added.

Malt-O-Meal Plans

CAMPBELL CEREAL Co., Minneapolis, (Malt-O-Meal) will inaugurate its 1939-40 season Oct. 9 over an extensive list of stations with the *Tena & Tim*, 15-minute dramatic transcriptions which proved effective during the last campaign. They will be heard five days weekly, placed through H. W. Kastor & Sons, Chicago.

FTC Stipulation

THE Federal Trade Commission announces that Procter & Gamble Co., Cincinnati, has stipulated that it will cease certain claims allegedly based on exclusive properties of its Chipso and other laundry soaps.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Prominent agency seeking outstanding radio production man to produce and direct network shows. Preference to man who can write and create—should have good background in handling comedy. Submit full details, picture if possible. Replies strictly confidential. Box A514, BROADCASTING.

2 Salesmen: Midwest City of over one million. Full-time, independent station offers unusual opportunity on commissions, for a producer. Give complete details. Box A502, BROADCASTING.

Immediate opening for salesman who can produce in medium market. Virginia or North Carolina experience preferred. Give experience and references. Address Box A511, BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Salesmen: Experienced radio advertising. Unusual opportunity. Permanent. Generous commission. Apply Tuesdays only at 2 P.M., or write Radio Station, WSNJ, Bridgeton, N. J.

Situations Wanted

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers: higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A497, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A512, BROADCASTING.

Commercial Manager with 12 years radio and newspaper experience. Exceptional knowledge local and national business. Thirty-six years old, married, sober and dependable. Splendid record, original ideas, large volume billings. Available October 1st. Box A503, BROADCASTING.

Station Owners: Successful station manager desires change. Fifteen years experience. Thorough knowledge of all phases of radio. Five years with major national network. Long record of successful station management. Box A515, BROADCASTING.

Position as manager of local or regional station. 14 years in radio. Highest recommendations. Now employed. Thoroughly experienced in sales, programming, and production. Prefer salary and commission. Box A496, BROADCASTING.

Chief Engineer. May I have an opportunity to present my qualifications. Employed at present but desire to improve my position. 1 kw or larger. Box A506, BROADCASTING.

Situations Wanted (Cont'd.)

Production Man. ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A495, BROADCASTING.

Six years' experience as chief announcer, engineer, program and production work, continuity writer, salesman. Deep voice with special training. Box A508, BROADCASTING.

Announcer - Newscaster, experienced. Now employed on 5 kw network station. Prefer middle or Northwest. Transcription. Photo. References. Box A501, BROADCASTING.

Announcer, Program Director or Production. 8 yrs. experience, married, sober, reliable, go anywhere. A trial will convince you. Box A505, BROADCASTING.

Operator, six years in commercial broadcast station, control room, maintenance and network experience. Best references. Box A498, BROADCASTING.

Announcer—Experienced. Wishes announcing anywhere. Handle news, narration, special features. Recording available. References. Box A507, BROADCASTING.

$5,000 a year will bring you services of Chief Engineer. Present salary $4,200. 14 years experience. Box A504, BROADCASTING.

Experienced Radio Engineer now employed in major network station desires better opportunity. Box A513, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A510, BROADCASTING.

Sports Announcer — Handle play-by-play all sports; sports commentary, recordings. Box A509, BROADCASTING.

Pacific Coast Stations! Need young, good all-round announcer? Plenty experience. Handle any show . . . news, special events. Write copy. Do top job for any size station. Address Box A517, BROADCASTING.

Contemplating late or all-night program? Result getting specialist desires change. Prefer West coast. Address Box A518, BROADCASTING.

Newscaster - announcer who can write "listenable" commercial and news copy. Recording. Considerable experience in advertising. Available anywhere immediately. Box A516, BROADCASTING.

Wanted to Buy

Experienced radio and newspaper accountant and business manager wants to buy all or part interest in middle west radio station. Strictly confidential. Box A500, BROADCASTING.

For Sale—Equipment

Used 100 watt transmitter complete, with crystal oven, tubes, etc., can be changed to 250 watts easily, meets all F.C.C. requirements. Just taken out of service, will sell to highest bidder. Box A499, BROADCASTING.

War Coverage Plan

(*Continued from Page 11*)

cognized that there are certain hazards in bringing these broadcasts direct to this country and extreme care will be exercised in so doing.

Domestic News

All the foregoing general principles will of course apply to domestic broadcasts on any phase of the war. All news broadcasts, whether sponsored or unsponsored, are to remain in the strictest control of the broadcaster in order that the standards herein set forth may be maintained. News analysts are at all times to be confined strictly to explaining and evaluating such fact, rumor, propaganda, and so on, as are available. No news analyst or news broadcaster of any kind is to be allowed to express personal editorial judgment or to select or omit news with the purpose of creating any given effect, and no news analyst or other news broadcaster is to be allowed to say anything in an effort to influence action or opinion of others one way or the other. Nothing in this is intended to forbid any news broadcaster from attempting to evaluate the news as it develops, provided he substantiates his evaluation with facts and attendant circumstances. His basis for evaluation should, of course, be impersonal, sincere and honest.

In order not to keep the public unduly disturbed and alarmed, each broadcaster, exercising his own news judgment, will endeavor to interrupt programs for news bulletins as little as seems consistent with good operations.

Commercial Programs, Speeches

No propaganda in connection with the war will be allowed in either the commercial announcements or the context of commercial programs. Nothing in this shall be interpreted as barring straight news or news analysis, as herein have been described, from commercial programs.

The safeguards of fairness and program balance now applied in the handling of speeches on controversial issues will continue to be applied and, in order to make this effective, every effort will be made to obtain the text of speeches before they are scheduled.

Stings of War

FIRST AMERICAN radio casualty of the European conflict was Ed Humphrey, WJJD, Chicago, announcer, who received his wounds by remote control. While reporting news of the European crisis, including aerial bombardment of Warsaw, he was besieged by a swarm of hornets that had entered the studio through a small opening in the window. Emerging after eight minutes, Humphrey was treated for severe stings on the neck, hands and legs.

Gruen Won't Add

ALTHOUGH to date spot business has not been noticeably affected by the outbreak of the European war, Gruen Watch Co., New York, is not adding to its contracts for further time signals. The company's signals are now heard on five stations in the East, but due to vagueness on Christmas shipments of watches from Switzerland, where tickers for the watches are made, no additional contracts, originally planned for this fall, have been signed, according to McCann-Erickson, New York, agency handling the account.

Your Sales Go

UP IN THE FALL

through intelligent advertising over

Connecticut's Distinguished Radio Broadcasting Station

WNBC

New Britain - Hartford

NBC Blue Network, plus local programs built to entertain and educate, as well as to produce results in excess of those anticipated by our advertisers.

STATE BROADCASTING CORPORATION

Richard Davis, Mgr.

147 Main Street
New Britain

and

54 Pratt Street
Hartford

sound effects

From torrential rains to the tireless ticking of a clock — the illusion of sound effects creates dramatic background for the radio audience. Bell Telephone System engineers make it their job to preserve this illusion in network broadcasting.

Special circuits, developed through years of research and experiment, link the nation's radio stations. Modern equipment in the hands of trained supervisors stands guard all the way.

And in order that tomorrow's radio broadcasting may be even more nearly perfect, Bell Telephone Laboratories are constantly striving to improve the service and facilities offered to the radio industry.

NAB Creates $1,500,000 Music Fund

Adopts Kaye's Plan to Start Independent Corporation

(*Continued from page 9*)

quate music supply in the event an equitable contract cannot be worked out with ASCAP.

The vote followed three hours of floor discussion in which President Miller and members of the Negotiating Committee and the board outlined in detail the purpose, scope and objectives of the campaign. It was repeatedly emphasized that the industry seeks only to protect its supply of "raw material" and that ASCAP's unwillingness to deal at this time, with existing contracts expiring at the end of 1940, renders it essential to create the competitive music source.

Network Contribution

It was brought out that in 1937 the broadcasting industry paid into ASCAP's coffers $3,800,000. The 50% assessment, if all stations contributed, would yield an approximate $1,900,000 on that basis. It was concluded that the return should be in the neighborhood of $1,500,000 which was regarded as an "absolute minimum", taking into account possible non-participating stations.

Assurances were given that "no single group would control the new corporation". In response to questions from the floor, it was developed that NBC and CBS, for example, based on their 1937 ASCAP payments, would hold approximately 25% of the corporation's stock. This was computed on the basis of contribution by the two networks of $403,000, which, President Miller said, would amount to one-half of their payments to ASCAP during that year. It would constitute the largest single block of stock.

Whereas the convention atmosphere appeared to be surcharged from the moment the board held its initial session Sept. 13 with the Copyright Committee, the floor discussion brought debate only in favor of the plan. H. K. Carpenter, general manager of WHK and WCLE, inquired how the new plan differed from the ill-fated NAB Bureau of Copyrights and its predecessor, the Radio Program Foundation, both of which sought to set up tax-free music reservoirs. He made it clear, however, that he was not indulging in personalities and merely thought an explanation would be illuminating.

At the board discussions, there was spirited debate on the stock corporation plans, premised largely on the view that the NAB itself should administer it and finance it as an industry operation rather than create a separate corporation.

In lieu of the proposition for financing through the 50% assessment, Harold Wheelahan, WSMB, New Orleans, proposed that stations be assessed on the basis of 2% of their net receipts for that year, which he held would raise the requisite $1,500,000. This, however, was vigorously fought within the board by network representatives, since it would place them in the position of contributing a percentage of their entire income, rather than of the amount actually paid ASCAP.

New ASCAP Plan

It was revealed, coincident with the convention, that ASCAP has advanced a new formula for licensing stations, providing for clearance at the source by the networks. Paul M. Segal, Washington attorney, revealed that, at the request of certain station clients, he had conferred with John G. Paine, ASCAP general manager, during the preceding week. Mr. Paine, it was stated, said that ASCAP was prepared to enter into contracts with any and all stations, providing:

1. Extension of performing rights contracts for terms of one to ten years from Jan. 1, 1941.

2. Abolition of the so-called arbitrary sustaining fee, and substitution of a basic fee, payable in monthly installments, equivalent to 5% of the amount which the station estimates as its annual operating overhead. This would give the station the license to perform ASCAP music for both commercial and sustaining.

3. On "net receipts" exceeding the sum upon which the basic fee is declared, payment of an additional 5% royalty, except that payments received from networks by affiliated stations would be deducted from this total.

4. Networks would pay royalties for all programs originated by them (clearance at the source).

Disclosure of this proposal caused consternation at the convention, though it was not debated on the floor. In some quarters, it was felt that it might be construed as another eleventh hour effort of ASCAP to upset NAB plans. The fact that it provides clearance at the source, it was stated, might force readjustment of network contracts with affiliates, changing compensation terms.

Still Seek Agreement

Speaker after speaker at the convention stressed the "united front" of the industry and the determination to meet the ASCAP threats. President Miller stated that he felt the plan as devised and approved had a good chance of success. He pointed out, however, that because of the complexities of establishing a going concern, the precise operating plans could not be outlined at this time.

It was readily admitted that ASCAP had substantial control of existing music demanded by broadcasters and that the industry still hopes to obtain an agreement with ASCAP on a fair basis which would look toward payment only on ASCAP music used, rather than a tax on the station's entire income. The objective, it was declared, is to procure a "per program" basis of payment, with clearance at the source, as has been repeatedly resolved by NAB conventions and by other broadcasters' groups.

Basis of Fund

The view taken was that the additional catalogs of music would parallel and act as a partial substitute for the ASCAP catalog. If necessary, however, the industry would try to get along on its own music. The basis on which the $1,500,000 fund would be employed was outlined to the convention and approved as proposed. Under it, $300,000 of the total would be paid by stations for the stock, the remaining $1,200,000 to be paid for initial "license fees" to the corporation. There would be 100,000 shares of stock issued at $1 par value. Of this stock 80,000 shares would be offered at $5 a share, of which $1 would constitute capital and the remaining $4 capital surplus. Each broadcaster would be offered that number of shares which would make the total amount paid for stock equal to 10% of the broadcasters' 1937 ASCAP fee. To prevent alienation of stock, the broadcaster first would have to offer it to the corporation if he desired to sell.

Miller Recalls Steps

It was pointed out that expenses would be incurred not only in connection with acquisition, creation and selection of music, but also in connection with distribution and exploitation. It is planned to make the music available to other users, and to cooperate closely with motion picture producers and other potential sources of supply.

In opening the special convention, President Miller recounted the steps leading up to the special convention call last month after negotiations with ASCAP had been broken off. He pointed out that the problem transcended merely payments of music royalties, because if ASCAP is successful in its present efforts, other groups seeking tribute from the industry will receive encouragement. He said broadcasters somewhere along the line must take their stand and that the opportunity now presented itself.

Radio Chief ASCAP Income

Mr. Miller pointed out that of ASCAP's total income of $6,000,000 some $4,000,000 annually is paid by the broadcasters. He asserted that other music users, such as motion picture exhibitors and hotels, have not been called upon to pay increased costs, while the burden on broadcasters has been boosted fivefold in the last half-dozen years.

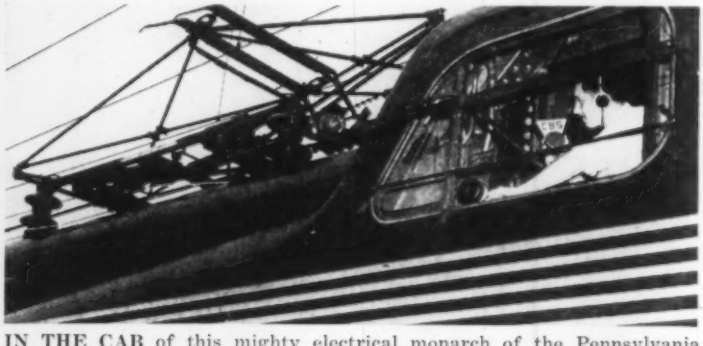
John Elmer, president of WCBM, Baltimore, former NAB president, and representative of the independent stations in the copyright negotiations, brought the convention to its feet when he called for action. He went beyond the ASCAP question and sharply took to task phonograph record manufacturers proposing to exact tribute from stations for record performances. He told of the utter futility of dealing with ASCAP, and asserted that it was time to declare war. Regarding the phonograph record plan of RCA, he said there should be an adjudication of the issue to determine legal rights. He questioned how RCA could reconcile its demand for license fees on the ground that radio performances kill record sales while it buys time on stations to promote record sales. The industry must determine, he said, whether it will tolerate these conditions.

Mark Ethridge, last broadcaster-president of the NAB and leader in the reorganization of two years ago, paid tribute to President Miller and said he had no doubt about his integrity and ability to win the copyright fight. He said he did not like the principle of an arbitrary levy on gross recepts such as imposed by ASCAP. "If this process continues", he said, "it won't be long before we are in the position of the railroads today." He added that the industry was united and that all groups—networks, affiliates and independents — were pledged not to negotiate individual contracts. "The industry has a solidarity it has never had before," he declared.

Mr. Rosenbaum, as a member of

Casualties by Radio

A NEW wrinkle in the "war of words" being waged on the other side was inaugurated by British Broadcasting Corp. this month when it was announced that the BBC would broadcast in German the names of German dead, wounded and prisoners as fast as they are identified. These will be shortwaved to Germany to encourage tuning in British broadcasts and thus hear information withheld by the Nazi radio.



IN THE CAB of this mighty electrical monarch of the Pennsylvania R. R. rails, Ed Laker, CBS shortwave engineer, handled broadcasts from the train during the District of Columbia trip to the World Fair in N. Y.

the Negotiating Committee, injected a spirit of good humor by burlesquing the manner in which music publishers function. He paralleled this, however, with a factual dissertation of how the new NAB corporation would fulfill its mission of creating the independent and competitive music supply. He said that the purpose was not to destroy ASCAP. But since ASCAP has refused to bargain, the plan is to "build a replica next door". The new organization, he said, might not be able to duplicate the ASCAP catalog at once, but it would provide the necessary safeguard for the industry. He said NAB frankly and honestly hoped to make a deal with ASCAP "but we are not going to leave ourselves naked and unprepared in the event we don't come to terms on Jan. 1, 1941. We won't, at least, go out of business."

The industry should not get itself into a state of frenzy, Mr. Rosenbaum advised. He pointed out the project is purely a business matter and said the industry should be prepared to swap punches with the opposition in good humor and use good headwork and good footwork.

Referring to the reported new ASCAP proposal, which he described as a "stick of candy", Mr. Rosenbaum said that the reason ASCAP desires such a plan is because it wants to "tax the networks on all their revenue." He said such a move, in his opinion, would destroy the possibility of a per-program formula and also "let the other chislers in." Finally, he said it might change the whole network formula and bring about a dangerous revision of network operations. He said acceptance of such a formula would be a "betrayal" of the industry and would be "working behind the backs of the networks."

Miller Calls It Sound

Responding to a question by Harrison Holliway, KFI, Los Angeles, whether the independent music corporation plan would be pursued if ASCAP yielded, President Miller said such questions would have to be faced as they arose. He said he felt the independent music idea was sound in any event.

Mr. Miller made it clear, also, that the corporation would cooperate with existing transcription companies and seek to utilize other available facilities and services. The effort will be not to duplicate existing functions, he said. Similarly, he declared that utmost cooperation would be extended to the motion picture industry.

When Mr. Carpenter asked Mr. Miller to give his own personal opinion on the plan, the NAB president said he favored it as the best possible project that could be worked out after many months of discussion and consideration.

After the floor discussion on the music resolution, President Miller called for a roll call vote. Some 50 stations had been called, only about half responding and all in the affirmative. It was then Mr. Damm proposed that the roll call be dispensed with and that an oral vote be taken.

The Kaye plan itself was not read, but Mr. Morton outlined its purport in detail. Stuart Sprague, New York attorney, was Mr. Kaye's associate in its preparation. Mr. Kaye will direct the organization details of the new corporate structure, as chief NAB counsel.

Broadcasters Raise Issues

Before the final vote was taken, a score of broadcasters participated in the questioning from the floor. These included Edward A. Allen of WLVA, Lynchburg, who urged cooperation with existing public domain transcription producers; Stanley Schultz, WLAW, Lawrence, Mass., who advocated cooperation with the publishing houses controlled by motion picture producers; Art Mosby, KGVO, Missoula, Mont., who emphasized the desirability of developing the "per program" basis of royalty payment; Harold V. Hough, WBAP-KGKO, Fort Worth, who presented formally the copyright resolution and urged its passage as the "best weapon that the best brains of the industry can devise"; Tom Sharp, KFSD, San Diego, who raised the question of possible control of the new corporation by any single group or single interest; Hoyt Wooten, WREC, Memphis, who inquired whether the industry hoped to procure reductions in ASCAP fees to offset the investment in the new corporation; Don Elias of WWNC, Asheville, N. C., and Paul Lovet, of WHO, Des Moines.

Eugene C. Pulliam, WIRE, Indianapolis, cut short the floor questioning by observing that the convention appeared strongly in favor of the move and that since other business was to be handled, he urged an immediate vote. It was quickly taken up, after which the convention recessed for luncheon.

At the opening of the afternoon session, Ed Craney, owner of KGIR, Butte, Mont., proposed that President Miller be made the sole negotiator for NAB with ASCAP and seek to secure a contract based on clearance at the source and on per program payment. The motion, however, was tabled after brief discussion.

Resolutions Adopted

Several other resolutions dealing with copyright were adopted unanimously. These included renewal of support of the industry in its effort to press for prosecution of the anti-trust suit of the Department of Justice against ASCAP, pending in New York; support by all legislative means of amendment of the Copyright Act of 1909 to bring it into conformity with the needs of the industry, and continuance of the practice of assigning NAB counsel to assist broadcasters involved in copyright legislation in the States.

Harry C. Wilder, president of WSYR, Syracuse, offered a resolution, adopted unanimously, that members of the NAB exercise "the greatest possible care in the use, preparation and transmission of broadcasts dealing with war, to the end that these broadcasts will conform with and support the declared neutrality policy of this country."

Edgar L. Bill, WMBD, Peoria, newly-appointed chairman of the Code Compliance Committee, explained the manner in which the committee proposed to function in enforcing the self-regulation document. Ed Kirby, NAB public relations director, explained the scope of the compliance plans.

The convention concluded with an observation by President Miller regarding the phonograph record company plans for licensing stations. He advocated extreme caution before entering into any kind of agreement.

NAB Registrations

(*Continued from page 81*)

McGregor, A. M., WJBC, Bloomington, Ill.
McLaughlin, C. A., WIBC, Indianapolis
McNaughton, Henry B., WTBO, Cumberland, Md.
Macy, J. Noel, WFAS, White Plains, N. Y.
Maland, Joseph O., WHO, Des Moines
Mariotte, Donald A., NBC
Marshall, K. G., WBRC, Birmingham
Maslin, Robt. S. Jr., WFBR, Baltimore
Mason, N. G., WIRE, Indianapolis
Mason, Richard H., WPTF, Raleigh, N. C.
Mastin, Cecil D., WNBF, Binghamton, N. Y.
Meggee, R. F., KXA, Seattle
Meyer, P. J., KFYR, Bismarck, N. D.
Milbourne, L. W., WCAO, Baltimore
Mills, Frank R., WDWA, Champaign, Ill.
Moroney, James M., WFAA, Dallas
Moore, Robert, Transradio Press
Morency, Paul W., WTIC, Hartford, Conn.
Mosby, Art. J., KGVO, Missoula, Mont.
Murphy, Morgan, WEBC, Superior, Wis.
Musselman, B. Bryan, WCBA, Allentown, Pa.
Myers, Chas. W., KALE, Portland, Ore.
Nash, Edward C., WIBW, Topeka, Kan.
Norton, George W., WAVE, Louisville
Norton, John H., WJZ, New York
Nunn, Gilmore N., WCMI, Ashland, Ky.
Nunn, J. Lindsay, KFDA, Amarillo, Tex.
O'Brien, Martin R., WMRO, Aurora, Ill.
O'Dell, Wm. E., WTMV, E. St. Louis
Orr, P. F., KTRH, Houston

Patt, John F., WGAR, Cleveland
Patterson, Betty, WFAS, White Plains, N. Y.
Peak, Earl N., KFJB, Marshalltown, Ia.
Petry, Edward, Edw. Petry & Co.
Pitts, Barton, KFEQ, St. Joseph, Mo.
Powell, Hugh J. KGGF, Coffeyville, Kan.
Poynor, D. J., WMBH, Joplin, Mo.
Pulham, Gene, WIRE, Indianapolis
Pyle, K. W., KFBI, Abilene, Kan.
Pyle, Wm. D., KVOD, Denver

Quarton, S. D., Cedar Rapids, Ia.

Ray, Wm. B., WMAQ-WENR, Chicago
Reed, Dwight S., WSFA, Montgomery, Ala.
Reineke, Earl C., WDAY, Fargo, N. D.
Reinsch, J. Leonard, WHIO, Dayton, O.
Richardson, Duke, WDAN, Danville, Ill.
Ripley, Fred R., WSYR, Syracuse
Rodgers, James W., WROK, Rockford, Ill.
Roeder, George H., WCBM, Baltimore
Rolfo, Reed, T., attorney, Washington
Rosenbaum, Samuel R., WFIL, Philadelphia
Roth, Eugene J., KONO, San Antonio
Roberts, John C. Jr., KXOK, St. Louis
Ruddell, Noel C., WJMS, Ironwood, Mich.
Russell, Frank M., WRC, Washington
Ryan, John, WSPD, Toledo
Runyon, M. R., CBS, New York

Sambrook, A. B., WBS, New York
Sanders, Wayne A., WWVA, Wheeling, W. Va.
Schultz, Stanley N., WLAW, Lawrence, Mass.
Schurz, Franklin D., WFAM, South Bend
Scripps, Wm. J., WWJ, Detroit
Searle, Don, KFAB-KOIL, Omaha
Sharp, Thomas E., KFSD, San Diego
Shaw, Don S., WMCA, New York
Schmitt, Kenneth F., WIBA, Madison, Wis.
Schudt, Wm. A., WKRC, Cincinnati
Shuman, Howard A., KWFC, Hot Springs, Ark.
Shouse, James D., WLW, Cincinnati
Shutz, Edgar P., WIL, St. Louis
Simmons, Allen T., WADC, Akron
Slavick, Henry W., WMC, Memphis
Smith, Calvin J., KFAC, Los Angeles
Smith, George W., WWVA, Wheeling, W. Va.
Smith, Harold E., WABY, Albany
Stoer, E. Maxwell, WINS, New York
Spence, Harry R., KXRO, Aberdeen, Wash.
Stone, Harry, WSM, Nashville
Stevens, Frank M., WSAL, Salisbury, Md.
Sprague, Stuart, New York
Stewart, Jack, KCMO, Kansas City
Strotz, Sidney N., NBC, Chicago.
Summerville, Howard, WGST, Atlanta
Swartley, W. C., WGL, Fort Wayne

Taft, Hulbert, WKRC, Cincinnati
Taylor, Ted, KGNC, Amarillo, Tex.
Thomas, Lloyd C., KGFW, Kearney, Neb.
Thomas, Norman A., WDOD, Chattanooga
Thompson, Charles R., WBEN, Buffalo
Thompson, Robert M., KQV, Pittsburgh
Thompson, Roy F., WFBG, Altoona, Pa.
Thornburgh, Don. W., KNX, Los Angeles
Tison, W. Walter, WFLA, Tampa
Townsend, Sam W., WJW, Akron

Uridge, Owen F., WJR, Detroit

Van Volkenburg, J. L., CBS
Veatch, J. P., KFEL, Denver

Walker, Geo. D., WAIR, Winston-Salem
Wallace, Forrest P., WWJ, Detroit
Watson, Loren L, WBAL, Baltimore
Way, Wm. B., KVOO, Tulsa
Weil, Ralph N., WBAL, Baltimore
West, Wm. H., WTMV, E. St. Louis
Westlund, Art, KRE, Berkeley, Cal.
Wheelahan, Harold, WSMB, New Orleans
Wheeler, Clarence, WHEC, Rochester
White, Max H., KWNO, Winona, Minn.
Whitlock, Edward S., WRNL, Richmond, Va.
Whitmore, Walter E., KGFL, Roswell, N. M.
Whitte, Clinton R., WCRW, Chicago
Wilder, Harry C., WSYR, Syracuse, N. Y.
Williamson, Warren, WKBN, Youngstown, O.
Wilson, L. B., WCKY, Cincinnati
Wood, L. W., WCLS, Joliet, Ill.
Woodruff, Jim W. Jr., WRBL, Columbus, Ga.
Wooten, Hoyt B., WREC, Memphis
Wrath, John H., WSJS, Winston-Salem
Wyler, Karl O., KTSM, El Paso, Tex.

Yocum, Ed., KGHL, Billings, Mont.
Young, Dr. George, WDGY, Minneapolis

Zimmerman, Ed, KARK, Little Rock

FCC Meets Tuesdays

TUESDAY has been adopted as the regular FCC meeting day until further notice. Regular broadcast actions will be handled on that day, along with other routine considerations. Oral arguments will be held on Thursdays, pursuant to the practice established last year, with the Motions Docket, presided over by a commissioner, to be held Fridays.

Institute Adding

UTILITY ENGINEERING Institute, Chicago, will add approximately 20 stations to its list by Oct. 1, increasing its total number of outlets to about 35. WCFL, Chicago, will carry three 15-minute programs weekly for the Institute. Agency is First United Broadcasters, Chicago.

Beaumont Discs

BEAUMONT LABS., St. Louis, (4-Way Cold Tablets), will begin in mid-October over a long list of stations with transcribed announcements. Several Canadian stations will be included. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

F-M Plans of CBS

EFFECTIVE Sept. 17, CBS is making its evening programs available for rebroadcast on W2XMN, Alpine, N. J., Maj. E. H. Armstrong's experimental frequency modulation transmitter, which operates with 40 kw. on 42800 kc. CBS engineers plan to make extensive tests to determine the scope of Maj. Armstrong's invention as applied to broadcasting.

Sleininger Leaves Furgason

GENE FURGASON, head of Gene Furgason & Co., station representatives, announced Sept. 5 that he and Cliff Sleininger, as principal officers of the company, had agreed to separate. The company is now owned individually by Mr. Furgason with personnel remaining the same.

FINCH Telecommunications Laboratories Inc., New York, has shortened its name to Finch Telecommunications Inc., according to W. G. H. Finch, president of the company.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 31 TO SEPTEMBER 15, INCLUSIVE

Decisions . . .

AUGUST 31

WHDF, Calumet, Mich.; NEW, Copper Country Bcstg. Co., Hancock, Mich.—WHDF, Granted mod. license to full time and renewal license, and Copper Country Bcstg. Co. denied CP 1370 kc 100-250 w unl.

MISCELLANEOUS—KUSD, Vermillion, S. D.; KGBU, Ketchikan, Alaska; KTRB, Modesto, Cal.; KFQD, Anchorage, Alaska; WSPA, Spartanburg, S. C., granted temporary license renewals; WBZ, Boston, granted CP new trans., directional; NEW, Worcester Co. Bcstg. Corp., Worcester, Mass., granted petition intervene applic. C. T. Sherer Co., Worcester.

NEW, Niagara Falls Gazette Pub. Co., Niagara Falls—Granted CP 1260 kc 1 kw D.

SEPTEMBER 2

MISCELLANEOUS—Saginaw Bcstg. Co., Saginaw, Mich., denied continuance oral argument; KFRO, Longview, Tex., denied temp. auth. special programs; WEAU, Eau Claire, Wis., denied temp. auth. special programs.

SEPTEMBER 6

WSLA, WSLR, Boston—Granted CP's move trans.

MISCELLANEOUS — WBTH, Williamson, W. Va., granted petition intervene applic. Clarence H. Frey, Robert O. Greever, Logan, W. Va., 9-8-39, but denied enlargement of issues; WJLS, Beckley, W. Va., granted petition intervene same hearing; WMBR, Jacksonville, Fla.; WGRC, New Albany, Ind., NEW, Gateway Bcstg. Co., Louisville, NEW, WJMS Inc., Ashland, Wis., oral argument set for 10-3-39.

NEW, Worcester Telegram Pub. Co., Holden, Mass.—Granted CP high-freq. 1 kw.

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—Granted CP high-freq. 1 kw

NEW, Journal Co., Milwaukee—Granted CP high-freq. 1 kw.

NBC, New York—Granted extension auth. transmit to Canada.

NEW, Bell Telephone Labs., Whippany, N. J.—Granted CP high-freq. 5 kw.

W1XEH, Avon, Conn.—Granted high-freq. license 150 w.

NEW, Westinghouse E & M Co., Boston—Granted CP high-freq. 1 kw.

NEW, NBC, New York—Granted CP high-freq. 1 kw.

NEW, Cincinnati Times-Star, Cincinnati—Granted CP facsimile.

CBS, New York—Granted extension auth. transmit to Canada.

KIT, Yakima, Wash.—Granted Mod. license N to 1 kw.

WJMS, Ironwood, Mich.; WSYB, Rutland, Vt.—Granted CPs 250 w unl.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—Applic. CP in docket amended to 680 kc 250 w D only.

Modification of licenses to 250 w unl. granted to WCHV, Charlottesville, Va.; WRAL, Raleigh, N. C.; WRGA, Rome, Ga.; WSLI, Jackson, Miss.; KRMD, Shreveport, La.; KMLB, Monroe, La.; WJBC, Bloomington, Ill.; KLUF, Galveston, Texas; WEOA, Evansville, Ind.; KPQ, Wenatchee, Wash.; WDNC, Durham, N. C.; WGNC, Gastonia, N. C.; WSIX, Nashville, Tenn.; WSTP, Salisbury, N. C.; KCMC, Texarkana, Tex.; WHLB, Virginia, Minn.; WMFG, Hibbing, Minn.; WSAU, Wausau, Wis.; WTRC, Elkhart, Ind.; KSRO, Santa Rosa, Cal.; WIL, St. Louis, Mo.; WTMA, Charleston, S. C.; WKBZ, Muskegon, Mich.; WEED, Rocky Mount, N. C.; WAML, Laurel, Miss.; KBND, Bend, Ore.; KVEC, San Luis Obispo, Cal.; KPLC, Lake Charles, La.; WMBH, Joplin, Mo.; WCAX, Burlington, Vt.; WCBM, Baltimore; KOCY, Oklahoma City; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.; WNOE, New Orleans; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; WIBU, Poynette, Wis.; KXRO, Aberdeen, Wash.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.; WABY, Albany; WNBF, Binghamton, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGH, Newport News, Va.; WATL, Atlanta; WMBS, Uniontown, Pa.; WSNJ, Bridgeton, N. J.; WPAX, Thomasville, Ga.; KOBH, Rapid City, S. D.; WHFC, Cicero, Ill.; KFAM, St. Cloud, Minn.; KGHI, Little Rock, Ark.; KGKL, San Angelo, Tex.; KVOX, Moorhead, Minn.; WTMV, E. St. Louis, Ill.; KRBC, Abilene, Texas; WMIN, St. Paul, Minn.; KRE, Berkeley, Cal.; WIBX, Utica, N. Y.; WBRE, Wilkes-Barre, Pa.; WDAS, Philadelphia; WMBO, Auburn, N. Y.; WCPO, Cincinnati; WRBL, Columbus, Ga.; WJNO, West Palm Beach; Fla.; WRDW, Augusta, Ga.; KWOS, Jefferson City, Mo.; KCKN, Kansas City.

SEPTEMBER 7

MISCELLANEOUS—KMMJ, Grand Island, Neb., denied reconsideration of grant to Neb. Bcstg. Co., for new station in Hastings; WJBO, Baton Rouge, La., denied rehearing re applic. KSAL, Salina, Kan., for CP change freq., increase power; WCPO, Cincinnati, denied rehearing on reconsideration of grant to WBOW, Terre Haute, Ind., to change freq.; WHDH, Boston, denied reconsideration of grant without hearing to North Shore Bcstg. Co., for new station in Salem, Mass.; WBBM, Chicago, retired to closed files applic. CP change trans., etc.; WLTH, Brooklyn, granted auth. remain silent pending action on applic. move to new site, and during actual move if applic. is granted.

SEPTEMBER 8

MISCELLANEOUS — NEW, United Theatres, San Juan, P. R., granted extension to file opposition for reopening case re applic. Enrique Abarca, additional 5 days to 8-28-39; WLEU, Erie, Pa., petition intervene Presque Isle Bcstg. Co. applic. withdraw; WTNJ, Trenton, N. J., granted petition to amend applic. re hours, and hearing continued, both to be heard together, opposition and motion to strike filed by WCAM and WCAP overruled; NEW, Moody Bible Institute Radio Station, Chicago, motion amend applic. referred to oral arguments; NEW, Las Vegas Bcstg. Co., Las Vegas, Nevada, denied continuance hearing Nevada Bcstg. Co.; KSO, Des Moines, granted intervention applic. Gazette Co., Cedar Rapids; KMA, Shenandoah, Ia., granted intervention WSBT applic.; WBRC, Birmingham, granted intervention and enlargement of issues in WSBT applic.; WDBJ, Roanoke, Va., same; KVOD, Denver, granted intervention KABC applic.; WMCA, New York, petition postponement WPG argument withdrawn; NEW, Las Vegas Bcstg. Co., Las Vegas, Nev., granted continuance hearing to 10-17-39 and granted order take depositions; NEW, Cascade Bcstg. Co., Everett, Wash., referred to Commission en banc all parties seeking to argue motion to amend applic. to 1430 kc 500 w unl., time extended; WSPR, Springfield, Mass., granted amendment to change name to WSPR Inc., directive antenna, increase to 500 w unl.; Thomas J. Watson, Endicott, N. Y., overruled motion withhold further consideration applic. WMFF to change assignment; NEW, Lackawanna Bcstg. Co., Scranton, Pa., granted order take depositions; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted motion amend applic. to 1370 kc 250 w unl.; NEW, Enrique Abarca Sanfeliz, San Juan, P. R., granted continuance argument on petition reopen hearing in re applicant and United Theatres.

SEPTEMBER 12

WMFO, Decatur, Ala.—Granted vol. assignment license to Tennessee Valley Bcstg. Co.

Modification of licenses to increase power to 250 watts granted WABI, Bangor, Me.; WJTN, Jamestown, N. Y.; WMAS, Springfield, Mass.; WGAL, Lancaster, Pa.; WMPC, Lapeer, Mich.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh; WRAK, Williamsport, Pa.; WCMI, Ashland, Ky.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WFTC, Kinston, N. C.; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Texas; WOPI, Bristol, Tenn.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; WGL, Fort Wayne, Ind. and KAST, Astoria, Ore.

WIS, Columbia, S. C.—Denied rehearing applic. satellite station.

WFBR, Baltimore—Denied petition to accept amendment and for rehearing re applic. satellite station, denied 7-13-39.

SEPTEMBER 13

NEW, Lawrence J. Heller, Washington—Denied CP 1310 kc 100-250 w unl., with synchronous station.

WLAW, Lawrence, Mass.—Denied CP increase hours to LS San Francisco, directional N.

WNEL, San Juan, P. R.—Granted renewal.

NEW, Catawba Valley Bcstg. Co., Hickory, N. C.—Granted CP 1370 kc 100-250 w unl.

WCOV, Capital Bcstg. Co., Montgomery, Ala.—Granted mod. license to unl., 100 w.

SEPTEMBER 14

NEW, Southern Ore. Bcstg. Co., Grants Pass, Ore.—Granted CP 1310 kc 100 w unl.

MISCELLANEOUS — WMC, Memphis, WTAR, Norfolk, granted extensions temp. auth. 5 kw N; WCOU, Lewiston, Me., granted license increase D to 250 w; WDGY, Minneapolis, denied extension temp. auth. operate evenings.

SEPTEMBER 15

MISCELLANEOUS — WLBZ, Bangor, Me., granted intervention WABI applic.; WBRC, Birmingham, granted enlargement issues in KMAC case; WDBJ, Roanoke, same; WHJB, Greensburg, Pa., granted intervention WROL case; NEW, Wm. F. Huffman, Wisconsin Rapids, granted motion allow amendment applic. to 1310 kc; WMAL, Washington, granted auth. withdraw petitions intervene KSD, KXOK, KWK cases; KMAC, San Antonio, denied without prejudice with leave to file amended petition to intervene WSBT, KABC cases; WTMJ, Milwaukee, granted intervention WROL case; WCNW, Brooklyn, granted supplemental request take depositions; WEEU, Reading, granted intervention WHDH case; WCBS, Springfield, Ill.; granted dismissal without prejudice applic. change freq., increase power; WHDH, Boston, granted motion take depositions re applic. increase power and time.

THIS REVOLVING CONTROL DESK is a feature of the KGER, Long Beach, Cal., new remote studios in Los Angeles, which is moved about on casters to permit the best possible view into either of the two large studios. The conduit of the panel wires is used as a pivot point and no flexible wires or cables are in sight, according to Jay Tapp, KGER technical director, who designed the desk and new control room, with assistance of Ron Oakley, Frank Ottoboni and Loree Anderson. Appearance is that of a desk with no visible connection with the speech bays, which are located about six feet back of the operator, he pointed out. The revolving desk has vertical Tech-Lab mixers, complete monitoring, audition and talkback facilities for operation of two studios simultaneously, remotes or transcriptions. Weston volume instruments were used with Stromberg-Carlson switches and Western Electric relays, lighting system and microphone. Almost entirely of metal, the desk is a combination of aluminum grey steel, satin chromium, and black Western Electric micarta, with lumiline tubes furnishing illumination for the control panel.

Proposed Decisions . . .

SEPTEMBER 13

W9XAA, Chicago—Denied renewal license international station and dismissed without prejudice applic. Radio Service Corp. of Utah for consent to assign W9XAA from Chicago Federation of Labor to it.

NEW, Bureau of Education, Los Angeles—Denied CP 1420 kc 100 w D.

KOY, Phoenix, Ariz.—Granted mod. license to 550 kc, 1 kw.

Applications . . .

SEPTEMBER 1

WGAN, Portland, Me.—Mod. license to unl.

KMBC, Kansas City—CP increase to 5 kw N & D.

NEW, J. D. Falvey, Ottumwa, Ia.—CP 1210 kc 100 w unl.

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—CP 1370 kc 250 w unl.

WALR, Zanesville, O.; WHDF, Calumet, Mich.—Mod. licenses to 250 w N & D.

WCAE, Pittsburgh—CP increase to 5 kw N & D.

KTRH, Houston—CP change to 710 kc 10 kw.

WSPB, Sarasota, Fla.—Mod. CP re studio, trans. sites new station.

WBOW, Terre Haute, Ind.—Mod. re antenna, trans.

KGFL, Roswell, N. M.—Mod. license re hours.

KDON, Monterey, Cal.—CP new trans., antenna, increase to 500 w 1 kw D, 1440 kc.

WLOK, Lima, O.; KOME, Tulsa; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.—Mod. license to 250 w N & D.

SEPTEMBER 5

WELI, New Haven—License for new freq., hours, power, etc.

NEW, WIBX Inc., Marshall, N. Y.—CP 43400 kc 1 kw freq. modulation.

NEW, CBS, New York—CP television.

WCOL, Columbus—CP change to 1200 kc 250 w N & D.

WTSP, St. Petersburg, Fla.—Mod. CP re antenna, trans., studio.

WEDC, Chicago—License increase power, etc.

KFRU, Columbia, Mo.—CP change to 1370 kc 100-250 w unl., amended to 250 w N & D.

KGBX, Springfield, Mo.—CP increase to 5 kw.

KFEL, Denver—License for increased power, etc.

KVOL, Lafayette, La.; KFDA, Amarillo, Tex.—Mod. license to 250 w.

SEPTEMBER 7

WSAN-WCBA, Allentown, Pa.—Mod. license to 1 kw.

NEW, High Point, N. C.—CP amended to change name to High Point Bcstg. Co.

NEW, Burlington Bcstg. Co., Burlington, N. C.—CP 1420 kc 100 w D.

WSAV, Savannah, Ga.—Mod. CP new station re antenna, trans., change name to WSAV Inc.

WFLA, Tampa, Fla.—Auth. transfer control to Tribune Co.

NEW, Hunt Bcstg. Assn., Greenville, Tex.—CP 940 kc 1 kw D.

KVWC, Vernon, Tex.; WMSD, Muscle Shoals City, Ala.; KGFF, Shawnee, Okla.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.—Mod. licenses to 250 w N & D.

SEPTEMBER 14

WVFW, Brooklyn—License for equip. changes.

NEW, Paducah Bcstg. Co., Hopkinsville, Ky.—CP 1200 kc 250 w unl.

WFMJ, Youngstown—License new station.

WCKY, Cincinnati—Mod. license move studio to Gibson Hotel.

KGKB, Tyler, Tex.—Mod. license to 250 w N & D; KPLT, Paris, Tex., same; KWJB, Globe, Ariz., same.

KVIC, Victoria, Tex.—Mod. CP new station re antenna, trans., studio.

WJNO, W. Palm Beach, Fla.—License new equip.

KFH, Wichita—CP increase to 5 kw N & D, directional N.

Network Accounts

All time EDST unless otherwise indicated.

New Business

STANDARD BRANDS, New York (Fleischmann's yeast), on Oct. 2 starts *I Love a Mystery*, on 51 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p.m. (EST), with repeat 8:15-8:30 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago, on Sept. 25 resumes *Girl Alone*, on NBC Red. Mon. thru Fri., 4-4:15 p.m. (CST). Agency: Ruthrauff & Ryan, Inc., N. Y.

WILSHIRE OIL Co., Los Angeles, on Sept. 18 starts participation quiz program, *Pull Over Neighbor*, on 15 California Don Lee network stations (KHJ KFRC KIEM KVCV KHSL KQW KDON KTKC KVEC KPMC KDB KFXM KVOE KGB KXO), Monday, 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on Oct. 8 starts *Bill Stern* on 43 NBC-Blue stations, Sun., 9:45-10 p.m. Agency: Benton & Bowles, Chicago.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco, Domino cigarettes), on Nov. 14 starts 24 hockey games on WAAB, and Colonial Network. Agency: Warwick & Legler, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 29 resumes *The Lutheran Hour* on 15 MBS stations, Sun., 1:30-2 p.m. (repeat, on 14 MBS, Don Lee and Oklahoma Networks, 4:30-5 p.m.). Agency: Kelley, Stuhlman & Zahrndt, St. Louis.

WHEELING STEEL Co., Wheeling, W. Va., resumes *Musical Steelmakers* Oct. 8 on 44 MBS stations, Sun., 5-5:30 p. m. (EST). Placed direct.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand), on Sept. 25 starts *Bob Garred's News* on 5 CBS Pacific stations, Mon. thru Fri., 5:45-6 p. m. Agency: McCann-Erickson, N. Y.

WARD BAKING Co., New York (Tip-Top Bread), on Oct. 5 starts Joe Penner's *Tip-Top Show* on 30 NBC-Blue stations, Thurs., 8:30-9 p. m. Agency: Sherman K. Ellis, N. Y.

WM. R. WARNER Co., New York, (Sloan's Liniment), on Oct. 14 starts *Youth vs. Age* on 104 NBC-Blue stations, Sat., 8:30-9 p. m. Agency: Warwick & Legler, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on Oct. 6 starts *Kate Smith* on 77 CBS stations, Fri., 8-9 p. m. (reb. 12 midnight-1 a. m.) EST. Agency: Young & Rubicam, N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

End of Daylight Saving

DAYLIGHT Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. For list of network program time changes see page 80.

INTERNATIONAL SILVER Co., Niagara Falls, Ont., on Oct. 18 starts *Theatre of the Air* on CBC network, not including Quebec Province. Agency: Young & Rubicam, Toronto.

CONSOLIDATED DRUG Co., Chicago, on Oct. 15 starts for 52 weeks on Texas State Network Mon. thru Sat., 7-8 a. m., with production in Fort Worth. Agency: Benson & Dahl, Chicago.

AMERICAN TOBACCO Co., New York (Half & Half) on Oct. 8 resumes *Ben Bernie & All the Lads* on 55 CBS stations, Sun., 5-5:30 p. m. (EST). Agency: Young & Rubicam, N. Y.

GENERAL MILLS, Minneapolis (Bisquick), on Oct. 9 starts *By Kathleen Norris* on 30 CBS stations, Mon. thru Fri., 5-5:15 p. m. Agency: Knox-Reeves, Minneapolis.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., (cheese), on Sept. 28 resumes *Bennie Walker's Tillamook Kitchen* for 13 weeks on 6 NBC Pacific Red stations, Thurs., 10-10:15 PST. Agency: Botsford, Constantine & Gardner, Portland, Ore.

Renewal Accounts

PET MILK SALES Corp., St. Louis, on Sept. 30 renews *Saturday Night Serenade* on 53 CBS stations, Sat., 9:45-10:15 p. m. Agency: Gardner Adv. Co., St. Louis.

STANDARD OIL Co. of California, San Francisco, on Sept. 14 resumed *Standard School of the Air* on 13 NBC Pacific Blue stations, Thurs., 11-11:45 a. m. (PST). Agency: McCann-Erickson, San Francisco.

WESSON OIL & Snowdrift Sales Corp., San Francisco, on Sept. 25 renews *Hawthorne House* for 52 weeks on 8 NBC Pacific Red stations, Mon., 9:30-10 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

ANACIN Co., Jersey City (headache pills), on Sept. 25 renews *Our Gal, Sunday* on 31 CBS stations, Mon., Tues., Wed., 12:45-1 p. m. (EST). Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Edna Wallace Hopper cosmetics, Hill's Nose Drops), on Sept. 25 renews *The Romance of Helen Trent* on 30 CBS stations, Mon. thru Fri., 12:30-12:45 p. m. (EST). Agency: Blackett-Sample-Hummert, N. Y.

KOLYNOS Co., New Haven, Conn. (toothpaste), on Sept. 25 renews *Our Gal, Sunday* on 31 CBS stations, Thurs. and Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike), on Oct. 4 renews for 13 weeks, *Kay Kyser's College of Musical Knowledge* on 80 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

CONGRESS CIGAR Co., New York (LaPalina cigars), on Sept. 30 adds WAAB, Boston, to *Ed Thorgersen's Football News* making a total of 21 MBS stations, Sat., 5:45-6 p. m. (EST). Agency: Marschalk & Pratt, N. Y.

QUAKER OATS Co., Chicago (Puffed Wheat-Rice), on Oct. 7 replaces *Dick Tracy* with Milton Berle's *Stop Me if You've Heard This One* on 63 NBC-Red stations, Sat. 7-7:30 p.m. Agency: Sherman K. Ellis, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on Sept. 27 shifts *Avalon Time* from 45 NBC-Red, Sat., 8:30-9 p.m. to 54 NBC-Red, Wed., 8:30-9 p.m. Agency: Russell M. Seeds, Chicago.

EUCLID CANDY Co., San Francisco (candy), on Oct. 5 shifts *Euclid Ballot Box* on 3 CBS California stations from Mon., 8:45-9 p. m. to Thurs. 8:15-8:30 p. m. (EST). Agency: Sidney Garfinkel Adv., San Francisco.

STANDARD BRANDS Inc., New York (Tenderleaf tea), on Oct. 5 shifts *One Man's Family* on 57 NBC-Red stations from Wed., 8-8:30 p. m. (EDST), to Thurs., 8-8:30 p. m. (EST), with repeat Sun., 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

PEPSODENT Co., Chicago (toothpaste), on Oct. 1 shifts *Mr. District Attorney* from 55 NBC-Red, Tues., 10-10:30 p.m. to 30 NBC-Blue, Sun., 7:30-8 p.m. Agency: Lord & Thomas, Chicago.

FELS & Co., Philadelphia (Naptha soap), on Oct. 8 shifts *Hobby Lobby* from NBC to 51 CBS stations, Sun., 5-5:30 p. m. (rebroadcast, 11-11:30 p. m. (EST). Agency: Young & Rubicam, N. Y.

BELL & Co., Orangeburg, N. Y. (Bell-Ans), on Sept. 5 added WHK, Cleveland, and WNAC, Boston, to *Red River Dave* making a total of 4 MBS stations, Mon. & Thurs., 8:15-8:20 a.m. Agency: Anderson, Davis & Platte, N. Y.

LEWIS-HOWE Medicine Co., St. Louis (Tums) on Sept. 27 will change *Quicksilver* from a 15-minute to a half-hour weekly show on an unannounced number of NBC-Blue stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

MEN
AT WORK

Tonight hundreds of ambitious radiomen throughout the world are devoting their spare time to C.R.E.I. training . . . "tomorrow" they will be equipped to take advantage of the opportunities that await men with modern technical training in radio and television fields. Just ask "any engineer" what he thinks of this school and its home-study courses — if then, you want more information, we'll be glad to send our free illustrated catalog.

CAPITOL RADIO
ENGINEERING INSTITUTE

Dept. B-9, 3224 - 16th St., N. W., Wash., D. C.

BLILEY CRYSTALS

are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

SILVER-TONGUED portrayers of gridiron action are these announcers who met Sept. 13-14 in Philadelphia at the Atlantic Refiining-N. W. Ayer football announcers training session. Front row, seated, are Dave Bennett, WKBO; James Peterson, Ayer sports staff; Johnny Van Sant, WSAN; Herman Reitzes, WDEL; Tom McMahon, WSYR-WFBL; Jack Barry, KDKA-WWSW; Bailey Goss, WEEU; Claude Haring, KDKA-WWSW; Marcus Bartlett, WSB; Bill Slater, Yankee Network. Back row, Luther Voltz, WKAT; Add Penfield, WDNC; Dick West, WEST; Woody Wolf, WCAE; Joe Handlan, WCHV; Harry Schwartz, Temple U.; Bill Hightower, WKAT; Johnny Neblett, WBNS; Wallace Orr, Ayer account executive; Vic Diehm, WAZL; Harry Thomas, WBAX; Dave Brandt, WGAL; Harold Miller, WORK; Tom Manning, WTAM; Paul Douglas, WCAU; Lee Kirby, WBT; Jimmy Thompson, WFBC; Les Quailey, Ayer sports director.

Complete Schedule of Atlantic Refining Football Games

THE complete schedule of Atlantic Refining Co. football broadcasts, subject to revision because of the shift in Thanksgiving Day to Nov. 23, was announced Sept. 13 by N. W. Ayer & Son, Atlantic agency (see story on page 16). The schedule follows:

SEPT. 22

Furman-Erskine, Greenville, S. C., WFBC.*

SEPT. 23

Florida-Stetson, Gainesville, Fla., WDBO, WJAX, WRUF.*

Virginia-Hampton-Sydney, Charlottesville, Va., WBTM, WCHV, WDBJ, WLVA, WRVA, WSVA.

SEPT. 29

Duquesne-Illinois Wesleyan, Pittsburgh, WWSW.*

Temple-Georgetown, Philadelphia, WIP.*

SEPT. 30

Brown-R. I. State, Providence, R. I., WJAR.

Carnegie Tech-Wittenberg, Pittsburgh, WWSW.

Colgate-N.Y.U., Hamilton, N. Y., WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.

Davidson-Duke, Davidson, N. C., WBT, WBTM, WCHV, WDBJ, WDNC, WLVA, WPTF, WRVA, WSVA.

F. & M.-Upsala, Lancaster, Pa., WGAL.

Gettysburg - Bucknell, Gettysburg, Pa., WORK.

Holy Cross-Manhattan, Worcester, Mass., WDRC, WEEI, WMAS, WORC, WPRO.

Lafayette-Ursinus, Easton, Pa., WEST.

Maryland-Hampton-Sydney, College Park, Md., WFBR, WJEJ, WSAL.

S. Carolina-Catholic U., Columbia, S. C., WFBC.

Texas-Florida, Austin, Tex., WDBO, WJAX, WRUF.

Villanova-Muhlenberg, Philadelphia, Pa., KYW, WSAN.

OCT. 6

Duquesne-Waynesburg, Pittsburgh, WWSW.*

Gettysburg - Albright, Gettysburg, Pa., WRAW.*

Miami-Wake Forest, Miami, Fla., WKAT.*

Villanova-S. Carolina, Philadelphia.WIP.*

OCT. 7

Boston Univ.-F. & M., Boston, WGAL, WORK.

Brown-Amherst, Providence, R. I., WJAR.

Cornell-Syracuse, Ithaca, N. Y., WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.

Dickinson - Susquehanna, Carlisle, Pa., WKBO.

Duke-Colgate, Durham, N. C., WBIG, WBT, WBTM, WCHV, WDBJ, WDNC, WLVA, WPTF, WRVA, WSVA.

Florida-Miss. State, Gainesville, Fla., WDBO, WJAX, WRUF.*

Furman-Georgia, Greenville, S. C., WFBC.

Holy Cross-L.S.U., Boston. Mass., WDRC, WEEI, WMAS, WORC.

Maryland-Western Md., Baltimore, WFBR, WJEJ, WSAL.

Muhlenberg-Springfield, Allentown, Pa., WSAN.

Notre Dame-Georgia Tech., South Bend, Ind., WRDW, WSB, WTOC.

Ohio State-Missouri, Columbus, WBNS, WTAM.

Pennsylvania - Lafayette, Philadelphia, WCAU, WEST, WGBI, WHP, WKOK, WPG.

Penn State-Bucknell, State College, Pa., WWSW.

Pittsburgh-West Va., Pittsburgh, WCAE, WFBG, WLEU, WTBO.

Temple - Carnegie Tech., Philadelphia, KDKA, WIP.

Ursinus - Delaware, Collegeville, Pa., WDEL.

Yale - Columbia, New Haven, Conn., WHN, WNAC, WPRO, WTAG, WTIC.

OCT. 12

Boston College-Florida, Boston, WEEI.

OCT. 14

Bucknell - Albright, Lewisburg, Pa., WEEU.

Case-Carnegie Tech., Cleveland, WWSW.

Colgate-Brown, Hamilton, N. Y., WESG, WGR, WHEC, WIBX, WJAR, WNBF, WSYR.

Delaware - Dickinson, Newark, Del., WDEL, WKBO.

F. & M.-Lebanon Valley, Lancaster, Pa., WGAL.

Georgia-Holy Cross, Athens, Ga., WDRC, WEEI, WMAS, WORC.

Georgia Tech.-Howard, Atlanta, Ga., WRDW, WSB, WTOC.

Gettysburg - Drexel, Gettysburg, Pa., WORK.

Lafayette - Muhlenberg, Easton, Pa., WEST, WSAN.

Ohio State - Northwestern, Columbus, Ohio, WBNS, WTAM.

Penn State-Lehigh, State College, Pa., KDKA.

Pittsburgh - Duke, Pittsburgh, WBIG, WBT, WCAE, WDBJ WDNC, WFBC, WFBG, WLEU, WPTF, WRVA, WTBO.

Syracuse-Georgetown, Syracuse, N. Y., WFBL, WGY.

Tampa-Miami, Tampa, Fla., WKAT.*

Temple - Texas Christian, Philadelphia, WIP.

Texas A. & M.-Villanova, College Station, Tex., KYW.

Virginia-Maryland, Charlottesville, Va., WBTM, WCHV, WFBR, WJEJ, WLVA, WSAL, WSVA.

Yale-Pennsylvania, New Haven, WATR, WBRK, WCAU, WEAN, WFEA, WGBI, WHAI, WHP, WICC, WKOK, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WPG, WSAR, WSPR, WTAG, WTIC.

OCT. 19

Clemson-South Carolina, Columbia, S. C., WFBC.

OCT. 20

Miami-Rollins, Miami, Fla., WKAT.*

OCT. 21

Albright-Moravian, Reading, Pa., WEEU.

Boston College-Temple, Boston, Mass., WEEI, WIP.

Brown-Holy Cross, Providence, R. I., WDRC, WMAS, WORC, WPRO.

Cornell-Penn State, Ithaca, N. Y., KDKA, WESG, WGR, WHEC, WIBX, WNBF, WSYR.

Delaware-Lebanon Valley, Newark, Del., WDEL.

Duke-Syracuse, Durham, N. C., WBIG, WBT, WDBJ, WDNC, WFBL, WGY, WPTF, WRVA.

Florida-Tampa, Gainesville, Fla., WDBO, WJAX, WRUF.*

Georgia Tech. - Vanderbilt, Atlanta, WRDW, WSB, WTOC.

Minnesota - Ohio State, Minneapolis, WBNS, WTAM.

N.Y.U. - Carnegie Tech., New York, WWSW.

P.M.C.-F. & M., Chester, Pa., WGAL.

Pittsburgh-Duquesne, Pittsburgh, WCAE, WFBG, WLEU, WTBO.

Ursinus-Muhlenberg, Collegeville, Pa., WSAN.

V.M.I.-Virginia, Lexington, Va., WBTM, WCHV, WLVA, WSVA.

Wash. & Jeff.-Dickinson, Washington, Pa., WKBO.

Yale-Army, New Haven, Conn., WATR, WBRK, WCAU, WEAN, WEST, WFBR, WFEA, WGBI, WHAI, WHP, WICC, WJEJ, WKOK, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WORK, WPG, WSAL, WSAR, WSPR, WTAG, WTIC.

OCT. 27

Duquesne - Texas Tech., Pittsburgh, WWSW.*

Miami-Catholic U., Miami, Fla., WKAT.*

South Carolina-West Virginia, Orangeburg, S. C., WFBC.

Temple-Bucknell, Philadelphia, WIP.

OCT. 28

Albright-Upsala, Reading, Pa., WEEU.

Carnegie Tech.,-Notre Dame, Pittsburgh, KDKA.

Delaware - Hampden - Sydney, Newark, Del., WDEL.

Duke - Wake Forest, Durham, N. C., WDNC.

Fordham-Pittsburgh, New York, N. Y., WCAE, WFBG, WLEU, WTBO.

Georgia Tech.-Auburn, Atlanta, WRDW, WSB, WTOC.

Holy Cross-Colgate, Worcester, Mass., WDRC, WEEI, WMAS, WORC, WPRO.

Lafayette - Gettysburg, Easton, Pa., WEST, WORK.

Maryland-Florida, College Park, Md., WDBO, WFBR, WJAX, WJEJ, WRUF, WSAL.

Michigan - Yale, Ann Arbor, Mich., WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

Muhlenberg-F. & M., Allentown, Pa., WGAL, WSAN.

Ohio State-Cornell, Columbus, WBNS, WESG, WGR, WHEC, WIBX, WNBF, WSYR, WTAM.

Pennsylvania - North Carolina, Philadelphia, WBT, WCAU, WGBI, WHP, WKOK, WPG, WPTF.

Roanoke-Dickinson, Salem, Va., WKBO.

Syracuse-Penn State, Syracuse, N. Y., WFBL, WGY, WWSW.

Villanova-Arkansas, Philadelphia, WIP.

Wash. & Lee - V.P.I., Lynchburg, Va., WBTM, WCHV, WDBJ, WLVA, WRVA, WSVA.

NOV. 3

Miami-Texas Tech., Miami, Fla., WKAT.*

NOV. 4

Albright-West Chester, Reading, Pa., WEEU.

Boston College-Auburn, Boston, Mass., WEEI.

Brown-Tufts, Providence, R. I., WJAR.

Cornell-Columbia, Ithaca, N. Y., WESG, WGR, WHEC, WIBX, WNBF, WSYR.

Detroit-Villanova, Detroit, KYW.

Dickinson-Wash. College, Carlisle, Pa., WKBO.

Duquesne-Marquette, Pittsburgh, WWSW.

F. & M.-Clarkson, Lancaster, Pa., WGAL.

Georgia Tech.-Duke, Atlanta, WBIG, WBT, WDNC, WPTF, WRDW, WSB, WTOC.

Gettysburg-Muhlenberg, Gettysburg, Pa., WORK, WSAN.

Holy Cross-Providence, Worcester, Mass., WDRC, WMAS, WORC.

N.Y.U.-Lafayette, New York, WEST.

Ohio State-Indiana, Columbus, WBNS, WTAM.

Pennsylvania-Navy, Philadelphia, WCAU, WFBR, WGBI, WHP, WJEJ, WKOK, WPG, WSAL.

Penn State-Maryland, State College, Pa., KDKA.

Randolph-Macon-Delaware, Ashland, Va., WDEL.

South Carolina-Florida, Columbia, S. C., WDBO, WFBC, WJAX, WRUF.

Syracuse-Michigan State, Syracuse, WFBL, WGY.

Temple-Pittsburgh, Philadelphia, WCAE, WFBG, WIP WLEU, WTBO.

Virginia-Chicago, Charlottesville, Va., WBTM, WCHV, WDBJ, WLVA, WRVA, WSVA.

Yale-Dartmouth, New Haven, WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 10

Miami-Drake, Miami, WKAT.

Wash. & Lee-Virginia, Lexington, Va., WBTM, WCHV, WLVA, WSVA.

NOV. 11

Auburn-Villanova, Birmingham, KYW.

Chicago-Ohio State, Chicago, WBNS, WTAM.

Clemson-Wake Forest, Clemson, S. C., WFBC.

Cornell-Colgate, Ithaca, N. Y., WESG, WGR, WGY, WHEC, WIBX, WNBF, WSYR.

Delaware-P.M.C., Newark, Del., WILM.*

Dickinson-Albright, Carlisle, Pa., WEEU, WKBO.

Florida - Georgia, Jacksonville, Fla., WDBO, WJAX, WRUF.

F. & M.-Gettysburg, Lancaster, Pa., WGAL, WORK.

Georgetown - Maryland, Washington, WFBR, WJEJ, WSAL.

Georgia Tech. - Kentucky, Atlanta, WRDW, WSB, WTOC.

Holy Cross - Temple, Worcester, Mass., WDRC, WEEI, WIP, WMAS, WORC, WPRO.

Lafayette-Rutgers, Easton, Pa., WEST.

Lehigh - Muhlenberg, Bethlehem, Pa., WSAN.

N. Car. State-Duquesne, Raleigh, N. C., WWSW.

Pennsylvania - Penn State, Philadelphia, KDKA, WCAU, WGBI, WHP, WKOK, WPG.

Pittsburgh - Carnegie Tech., Pittsburgh, WCAE, WFBG, WLEU, WTBO.

V.M.I. - Duke, Lexington, Va., WBT, WDBJ, WDNC, WPTF, WRVA.

Yale - Brown, New Haven, WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 18

Alabama - Georgia Tech., Birmingham, WRDW, WSB, WTOC.

Boston College-Boston U., Boston, WEEI.
Brown-Connecticut U., Providence, R. I., WJAR.
Duke-N. Carolina, Durham, N. C., WBIG, WBT, WDBJ, WDNC, WPTF, WRVA.
F. & M.-Albright, Lancaster, Pa., WEEU, WGAL.
Furman-N. Car. State, Greenville, S. C., WFBC.
Gettysburg-Ursinus, Gettysburg, Pa., WORK.
Holy Cross-Carnegie Tech., Worcester, Mass., KDKA, WDRC, WMAS, WORC.
Lafayette-Wash. & Jefferson, Easton, Pa., WEST.
Lehigh-Delaware, Bethlehem, Pa., WDEL.
Miami-Florida, Miami, Fla., WDBO, WJAX, WKAT, WRUF.*
Muhlenberg-Bucknell, Allentown, Pa., WSAN.
Ohio State-Illinois, Columbus, WBNS, WTAM.
Pennsylvania-Michigan, Philadelphia, WCAU, WGBI, WHP, WKOK, WPG.
Pittsburgh-Nebraska, Pittsburgh, WCAE, WFBG, WLEU, WTBO.
Syracuse-Colgate, Syracuse, WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.
Temple-Villanova, Philadelphia, WIP.
Virginia-V. P. I., Charlottesville, Va., WBTM, WCHV, WLVA, WSVA.
V.M.I.-Maryland, Norfolk, WFBR, WJEJ, WSAL.
Western Maryland-Dickinson, Westminster, Md., WKBO.
Yale-Princeton, New Haven, WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 23

F. & M.-Ursinus, Allentown, Pa., WGAL.
Gettysburg-Dickinson, Gettysburg, Pa., WKBO, WORK.
Maryland-Syracuse, College Park, Md., WFBR, WGY, WJEJ, WSAL, WSYR.

NOV. 25

Albright-Lebanon Valley, Hershey, Pa., WEEU.
Boston College-Kansas State, Boston, WEEI.
Carnegie Tech.-Duquesne, Pittsburgh, KDKA.
Delaware-Washington College, Newark, Del., WDEL.
Florida-Georgia Tech., Gainesville, Fla., WDBO, WJAX, WRDW, WRUF, WSB, WTOC.
Lehigh-Lafayette, Bethlehem, Pa., WEST.
Manhattan-Villanova, New York, N. Y., KYW.
Michigan-Ohio State, Ann Arbor, Mich., WBNS, WTAM.
Mich. State-Temple, East Lansing, Mich., WIP.
Muhlenberg-Moravian, Allentown, Pa., WSAN.
Pennsylvania-Cornell, Philadelphia, WCAU, WESG, WFBL, WGBI, WGR, WHEC, WHP, WIBX, WKOK, WNBF, WOR, WPG, WWSW.
Penn State-Pittsburgh, State College, Pa., WCAE, WFBG, WLEU, WTBO.
South Carolina-Miami, Columbia, S. C., WFBC, WKAT.

NOV. 30

Auburn-Florida, Auburn, Ala., WDBO, WJAX, WRUF.
Brown-Rutgers, Providence, R. I., WJAR.

DEC. 1

Miami-N. Car. State, Miami, WKAT.*

DEC. 2

Boston College-Holy Cross, Boston, WDRC, WEEI, WMAS, WORC, WPRO.
Duquesne-Detroit, Pittsburgh, WWSW.
Georgia Tech.-Georgia, Atlanta, WBT, WFBC, WJAX, WPTF, WRDW, WSB, WTOC.
Muhlenberg-Albright, Allentown, Pa., WEEU, WSAN.
Maryland-Wash. & Lee, Baltimore, WBTM, WCHV, WDBJ, WFBR, WJEJ, WLVA, WRVA, WSAL, WSVA.

DEC. 8

Miami-Georgia, Miami, WKAT.*

DEC. 30

Georgia Tech.-California, Atlanta, WRDW, WSB, WTOC.

* Night Game.

New General Mills Serial

GENERAL MILLS, Minneapolis, has arranged for the new serial *By Kathleen Norris*, recently tested on KYW, Philadelphia, to fill the first half of the 5:30 p. m. period five times weekly on CBS, starting Oct. 9. Second section of the half-hour program for Bisquick will be *Caroline's Golden Store*, which will be shifted from NBC. Knox Reeves, Minneapolis, is the agency.

SUNBURNED noses and stiff necks were the order of the day for Announcers Fred Joiner, of WHKC, Columbus (left), and Francis Pettay, of WHK-WCLE, Cleveland, as they described the National Air Races held recently in Cleveland.

On the Top

WHEN workmen started taking down KDKA's 718-foot antenna tower Sept. 8, preparatory to moving it piece by piece from the present location at Saxonburg to its new site near Allison Park, just outside Pittsburgh, Dave Garroway climbed to the top of the tower to tell the story of the removal of the first bolt. While up in the clouds, Garroway also interviewed one of the riggers on the job and rode down on the first section lowered to the ground, describing his sensations and the scenery as he descended to earth. During the broadcast Garroway and other men on the tower were photographed at work, by use of a camera attached to a telescope.

Fidler's Latitude

PROCTER & GAMBLE Co., Cincinnati (Drene), which resumed sponsorship of *Jimmie Fidler* on 61 CBS stations, Tuesday., 7:15-7:30 p. m. (EDST), with West Coast repeat, 7:15-7:30 p. m. (PST), has granted the Hollywood film commentator more freedom in choice of material used on his weekly program. At a recent conference with sponsor executives, Fidler asked for wider latitude in the broadcast of film gossip. Censorship restrictions imposed some months ago have been removed, but his sponsor cautioned him to keep within discretionary bounds on all items concerning film personalities. Fidler's current contract has been extended another two years, with the next option date set as June 30, 1940. Contract calls for progressive salary increases, with summer layoff of from six to eight weeks. Present salary is reported as $3,000 weekly.

P & G 'Jewish Homemaker'

PROCTER & GAMBLE Co., Cincinnati, on Sept. 11 and 12 started a thrice weekly quarter-hour program titled *The Jewish Homemaker Speaks* on WBNX, New York, for Ivory soap, and on WEVD, New York, for Crisco. At the end of the first three-week period, the products promoted will shift stations, and again at the end of six weeks. Program features Abe Lyman interviewing customers in Bronx, Manhattan and Brooklyn department stores. Interviews are recorded at stores for later broadcast. Compton Adv., New York, is the agency.

AFM Board to Meet

RADIO was not discussed at the last meeting of the executive council of the American Federation of Musicians, according to AFM headquarters, where the sessions were described as being confined to routine business of the union. Next meeting of the AFM executive board will be held the latter part of October, following the conclusion of the AFL convention in Cleveland, beginning Oct. 2 and lasting for two weeks. At this next board meeting, which it is hoped the union's president, Joseph N. Weber, ill for several months, will be well enough to attend, radio will be a major topic of discussion, with special attention given to terms for renewing the contracts with the network affiliate stations, which expire next January.

Walter E. Wood

WALTER E. WOOD, 53, traffic superintendent of RCA Communications Inc., died Sept. 14 at his home in Dumont, N. J., after a nine month illness. Mr. Wood, a World War veteran and lieutenant commander in the U. S. Naval Reserve, started his career at 17 as a telegrapher for the British Postoffice, later coming to the United States and entering the service of Marconi's Wireless Telegraph Co. and RCA. During the war he was assigned to the Naval Radio Station at Belmar, N. J. He became RCAC traffic superintendent in 1937. He is survived by his wife and two sons.

Evening Hour Authority Of WDGY Is Withdrawn

EXTENSION of special temporary authority to WDGY, Minneapolis, to operate evenings from Sept. 15 to Oct. 14 was denied Sept. 13 by Commissioner Frederick I. Thompson, in charge of FCC routine broadcast actions during September. The action brought to an end the authorization for the station's temporary unlimited operation originally granted by Commissioner George H. Payne on June 15, and which has been extended on a month-to-month basis since that date. Under the temporary authority WDGY operated fulltime on the 1180 kc. channel, on which KEX, Portland, and KOB, Albuquerque, are the dominant stations under regular authorization.

At the time of Commissioner Payne's original grant, made over the adverse recommendations of FCC engineers and attorneys, it was stated in informed quarters the procedure might lead to a possible breakdown of allocation fundamentals in broadcasting [BROADCASTING, July 1]. Particular significance was accorded the action at that time because of the projected reallocations under the new rules and regulations in accord with the terms of the so-called Havana Treaty.

APPLICATION to remove main studios from Covington, Ky., across the Ohio River was filed with the FCC Sept. 13 by WCKY. L. B. Wilson, president and general manager, asserted the plan was to retain present studios in Covington as auxiliaries. Additional space has been leased in the Gibson Hotel, Cincinnati, for three new studios and offices.

125,940
RADIO HOMES
No Guesswork
WHEN YOU
Use
G·B·S
IT IS a known fact that Georgia is an ideal test market. Sales results will prove that there's no guess work when you use the Georgia Broadcasting System to reach 125,940 radio homes in three choice markets. That's why a test over Georgia's only network is a low cost analysis for a national campaign!
"THIS IS THE GEORGIA BROADCASTING SYSTEM"
WATL • WRBL • WGPC
ATLANTA
COLUMBUS
ALBANY
National Representatives
SEARS & AYER, INC.
NEW YORK & CHICAGO

Radio Tops Media In Youth Survey

Magazine Finds Broadcasts Far Above Competitors

RADIO received 69.3% of the votes for the kind of advertising influencing children most in the second annual survey on "Youth" conducted recently by *Young America* among 3,000 junior high school students in nine States. Magazine advertising in this question received 17.5%, and newspaper advertising 13.2% of the total votes.

To the question, "How many different radio programs do you listen to each week?" the answers showed an average of 16 per week, while 99.4% replied yes to the query, "Do you have a radio in your home?"

Favorite radio program was *Gang Busters*, with *Chase & Sanborn Hour*, *Lux Radio Theatre*, *Jell-O* program and *Lone Ranger* following in that order. Jack Benny jumped from third position last year to first in this year's poll of favorite radio stars, with Fanny Brice, Charlie McCarthy and Eddie Cantor next.

Identifying the Product

Although 80% of the students questioned said they listened to radio commercials as well as to the main part of the program, an average of only 66%, or 14% less than the total who listened to commercials, could name the products advertised by five favorite stars of the previous year.

According to *Young America*, the figures, nevertheless, "tend to justify the value of radio advertising and the faith which advertisers have in the radio as an advertising medium." When taken separately, Jack Benny was correctly connected with the product by 88%, Charlie McCarthy by 69.2%, Eddie Cantor by 62%, Fred Allen by 57.3% and Kate Smith by 52.4%.

GE Completes Plans

GENERAL ELECTRIC Co., Cleveland (Incandescent Lamp Division), which on Sept. 17 resumes the *Hour of Charm* program on NBC-Red, has signed John Anderson, dramatic critic of *The New York Journal & American*, as m.c. Mr. Anderson will handle a new feature of the program, "Woman of the Week", which will present leading feminine celebrities as guest stars. Joint agncies handling the account are BBDO and Foster & Davies, Cleveland.

Oakite Returns

OAKITE PRODUCTS, New York, on Sept. 13 started its fall radio campaign for Oakite cleanser using twice-weekly quarter-hour participations on the *Women's Club of the Air* on WCAU, Philadelphia. On Sept. 25, the company will start weekly participation on the *First National Foods* program heard daily on the Yankee Network. Calkins & Holden, New York, is the agency.

PROGRAM service maintained by WOR, Newark, known as the Radio Quality Group Service, on Oct. 1 will change its name to WOR Program Service, which the station feels is a name more distinctly allied with broadcasting.

'Broadcasting' Publishes Second Printing of Book of FCC Rules, Regulations and Standards

FIRST printing of the newly promulgated *FCC Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, published by BROADCASTING and available for the first time under one cover, has been exhausted, and BROADCASTING has published a second revised printing. The 72-page book contains (1) the Rules Governing Standard Broadcast Stations; (2) Standards of Good Engineering Practice, with charts and graphs; (3) General Rules and Regulations pertaining to all classes of service, and (4) Rules of Practice and Procedure. Copies are obtainable from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

Radio Libel Case

(*Continued from Page 16*)

ernment's consent and that they are the freest medium of communication in the country, determining their own policies, printing as they desire, and having protection under the Constitution. Radio, on the other hand, must have a Government license, renewed from time to time under the public interest mandate, and governmentally regulated in other ways.

All of these considerations, the court said, "cause the newspaper analogy to utterly fail, and no consideration of public policy could in any sense cause a broadcaster to be punished by a rule of absolute liability such as that invoked by the court below. If, as has been suggested, the imposition of such liability on newspapers was originally desirable as a matter of public policy because of the frequency of defamatory publications, and because no other means of discouraging the practice was available, these reasons do not exist in the case of radio broadcasting. Radio defamations have been infrequent, and Governmental regulation affords a potent check."

Open Door to Fraud

To inflict the rule of absolute liability, the court held, would serve no useful purpose. "It would not only place an unreasonably heavy burden upon the industry, but would open the door to frauds and perjuries as gross as could be practiced in actions of slander and which could never be practiced successfully against a newspaper publication for libel. In situations like the present case, for instance, the broadcasting company might just as easily be the victim of a conspiracy to defame, participated in by the hotel and the speaker. Such conspiracies to defame might wreck the strongest broadcasting company and might become a widespread evil. Here lies the strength of the newspaper, for its printed word cannot be distorted or fabricated."

The suggestion that absolute liability should be imposed because the network could protect itself by indemnifying bond, the court said, "is the weakest of all arguments, and begs the question." "It is indeed a new theory that a substantive rule of law should be based upon the possibilities of an indemnifying bond to save an innocent person from loss. * * * It is inconceivable that any bonding company would place at a reasonable figure a bond to indemnify a broadcaster against absolute liability, and against the revocation of its license by the Federal authorities, as a result of an act which it did not perform, inspire nor control."

Before announcing the judgment, reversing the lower court, Chief Justice Kephart said a rule unalterably imposing liability without fault on the broadcasting company under any circumstances "is manifestly unjust, unfair and contrary to every principle of morals. A fair aspect of the harm to the persons injured must be considered as well as the circumstances under which the incident occurred. An essential consideration in formulating a rule is the grave possibility of pyramiding damages as well as establishing criminal responsibility if defamatory broadcasting is treated as libel."

WMCA Denies Charge

(*Continued from Page 14*)

"Desirous of protecting its news sources in the interest of competitive reporting," he added, "WMCA made no effort to correct the erroneous impressions of its coverage which were rumored."

Newspaper Comment

The *New York Times*, in an editorial headed "Broadcaster in Trouble", on Sept. 14 pointed out that the station appears to have only itself to blame for publishing an advertisement which was "in error".

"The FCC's action thus far," the editorial continued, "should at the very least be a healthy lesson in advertising restraint. But the way in which the Commission now proceeds to deal with this matter concerns not merely the station directly involved but the whole radio industry. Apparently the company involved can only clear itself of the charge of intercepting and decoding 'secret orders' by pleading guilty to misleading advertising. But if the Commission takes disciplinary action, it is not merely the Commission itself but the general public that will have to be convinced that this action is just. In any case, revocation of a license for a single offense of this sort seems an excessive punishment which could only have the effect of intimidating broadcasters and indicating the presence in the hands of the FCC of inordinate powers of censorship."

OLSON RUG Co., Chicago, is broadcasting for eight weeks, three times a week, *Oddities With Joe Bier*, on WOR, Newark. Agency is Presba, Fellers & Presba, Chicago.

Late Personal Notes

PERCY L. DEUTSCH, president of World Broadcasting System, has left the New York hospital where he has been confined for several weeks, and is taking a short vacation before returning to his desk.

FRANK R. RAND, CBS public relations director in Chicago, on Sept. 11 was put in charge of both network and local CBS press activities in Chicago. Formerly local publicity was directed by Hal Burnett, with Mr. Rand handling national matter, but with the recent resignation of Mr. Burnett, the local office was abolished. Under Mr. Rand are Chuck Logan, Bob Hartman, Beatrice Ferbend, Robert J. Morard. Lavinnia S. Schwartz heads the educational staff, temporarily contained in the public relations division. Louis Ruppel, CBS public relations director, New York, is to arrive in Chicago soon to complete the reorganization.

J. ALLEN BROWN, commercial manager of WHMA, Anniston, Ala., has been named sales and production manager of the new KXOX, Sweetwater, Tex., which is to open about Nov. 1.

ALBERT M. SNOOK, formerly in the sales department of KOMA, Oklahoma City, was appointed sales representative of WJJD, Chicago, Sept. 11 by H. P. Sherman, sales manager.

NORMAN WINTER, former production manager of WRC-WMAL, Washington, and previously radio director of Dundes & Frank, New York, on Sept. 18 joins Weill & Wilkins, New York, as account executive.

WILLIAM GARTLAND, formerly salesman for Star Radio, New York, on Sept. 27 joins the sales staff of NBC *Thesaurus*.

HOWARD O. PETERSON, promotion manager of WOW, Omaha, is participating in the University of Omaha Adult Education Course as instructor in "Commercial Radio".

ROBERT INGHAM, sports announcer of WTOL, Toledo, is the father of a boy born Aug. 28.

ARCH SHAWD, recently appointed manager of WTOL, Toledo, has been elected executive vice-president.

BOB COWDEN, formerly of NBC, San Francisco, has joined WDRC, Hartford, as a copywriter. Jack Zaiman, former newspaperman, has joined WDRC as publicity director and sports commentator.

FLORENCE BALLOUT has been promoted to program director of WICC, Bridgeport, Conn. Valeria Lomas has been named librarian, and Dorothy Whitehead and Ruth Smelter have joined the office staff.

RUSS LAMB, of KFJZ, Fort Worth, has been named chief announcer of the station, and John Hughes, Guy Corley and John Farris have joined the KFJZ announcing staff. John Hopkins has left KFJZ to join the Texas State Network as announcer and news commentator.

ELMER BAUGHMAN, formerly of WCKY, Cincinnati, and Dan Riss, formerly of WRUF, Gainesville, Fla., on Sept. 25 join the announcing staff of WFAA, Dallas.

JACQUES RENARD, Hollywood music director, has been signed for the NBC *Tip Top Show* with Joe Penner, which starts Oct. 5 under sponsorship of Ward Baking Co. Jim Bannon is to announce the series.

LEITH STEVENS, CBS New York music conductor, has been signed for the *Big Town* series, sponsored by Lever Bros., when the weekly program featuring Edward G. Robinson resumes Sept. 19 on that network.

WARREN GREENWOOD, program director of WHAI, Greenfield, Mass., is the father of a boy born Sept. 3.

GLENN TAYLOR, announcer of WJJD, Chicago, is the father of a girl born early in September.

HERE ARE THE RESULTS OF

Our 7 Additional Market Survey:

During the week of March 22, 1939, A Coincidental Survey was conducted by Ross Federal Research Corporation, and the Alberta Burke Research Company, for WLW in 13 markets.

Due, probably, to the wide distribution of the facts revealed in this Survey, and the resultant publicity, there developed a tendency on the part of advertisers and agencies to "peg" WLW as a 13-market station only!

We, therefore, contracted with the Ross Federal Research Corporation to conduct an identical type Survey, for one week (7 days), from 8:30 A. M. to 10:30 P. M., in the following 7 additional markets. At the time we announced the new survey we also promised to "make available all of the facts about all of the markets, regardless of what those facts may be". Brief summary is as follows:

CITIES	WLW % OF LISTENING AUDIENCE	NEXT STATION % OF LISTENING AUDIENCE
Anderson, Indiana	70.8	7.0
Huntington, West Virginia	50.2	26.1
Ironton, Ohio and Ashland, Kentucky	54.1	32.6
Marion, Indiana	55.0	10.9
Marion, Ohio	48.8	21.3
Portsmouth, Ohio	47.6	44.2
Zanesville, Ohio	45.2	28.5

Unfortunately space does not permit us to show the breakdown on each individual station. However, a breakdown is being prepared, showing the Analysis of individual station popularity by hourly periods in these 7 markets, and when completed it will be mailed to our regular list.

In addition, combined Analyses of the entire 159,299 Call Coincidental Survey in all 20 markets will be ready to release shortly. If you have not received the original "13 Market Study", and would like a copy complete with a study of the 7 recently surveyed markets, please direct your request to Transamerican Broadcasting and Television Corporation, or

WLW

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

How WFBR goes RCA all the Way

Progressive Station Installs RCA 5-D Transmitter and Custom-Built RCA Speech Input System!

FROM the experience of WFBR in Baltimore you can get a better understanding of how your station can benefit by going RCA All The Way.

RCA 5-D Transmitter Selected!

With an eye to economy of operation as well as to high fidelity transmission, WFBR chose the RCA type 5-D, 5000-Watt Transmitter. Noteworthy features of this transmitter include the use of RCA air-cooled tubes to eliminate need of water cooling equipment . . . high efficiency circuit which greatly reduces power consumption and lowers tube expenses . . . and low audio distortion.

RCA Custom-builds Speech Input System to WFBR Specifications!

The flexibility of the service RCA offers stations is well illustrated by the Speech Input System which RCA designed to meet WFBR's needs. It consists of control room equipment for each of three studios, master control room desk and racks for pre-setting and switching the outputs of the four studios, remote lines and incoming networks to four outgoing channels. RCA microphones, turntables and loudspeakers are used exclusively.

The service RCA rendered WFBR is available to your station. It will be to your advantage, too, to go "RCA All The Way."

New Master Control Room at WFBR

New Studio Control Room

Use RCA tubes in your station . . . for quiet, reliable performance

RCA **Broadcast Equipment**

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue | Chicago: 589 E. Illinois Street | Atlanta: 530 Citizens & Southern Bank Bldg. | Dallas: Santa Fe Bldg. | San Francisco: 170 Ninth Street | Hollywood: 1016 N. Sycamore Avenue